

* **Catchphrase & Slogan**

[Distinctiveness]

In principle, a trademark cannot be registered if it is judged as catchphrase or slogan under Japanese Trademark Law §3-1-6. However, a clear criterion to decide what kinds of trademarks are considered as catchphrase or slogan has not been established yet, and the Examiner's subjectivity could influence its judgment. In general, a phrase including a company's name or house mark is judged as registerable.

Distinctiveness (: distinctive, X : Non-distinctive)

Trademark	Class	Distinctiveness	Case No.	Memo
AGING WITH BEAUTY	3		2007-19955	
For Your Quality of Life	3		2006-2664	
Keep Ecology, Save Energy	9		2006-28695	
Powering the future	9		2005-65091	
engineering your competitive edge	7		2005-65093	
Design Your Energy	1		2005-21876	
Life is a Journey Towards the Guiding Light	25		2004-10669	
The Six Ideas to Bloom	44		2003-16222	
GROWING AND PROTECTING YOUR WEALTH	36		2002-24446	
SUPERIOR RESULTS ONE WAFER AT A TIME	7		2002-24168	
ONE WORLD, ONE GAME, ONE BEER	32		2002-7870	
BANK FOR YOU	36		2002-8418	
WHEN COFFEE DREAMS IT DREAMS OF CHOCOLATE	30		2001-5057	
Shall we COOK?	29		2000-586	
We feel so fine	3		H11(1999)-16584	
TECHNOLOGY FOR A HEALTHY WORLD	9	X	2007-11321	
IT'S GOOD TO PLAY TOGETHER	9	X	2005-11437	
Elegance is an attitude	14	X	2002-65001	
IT'S ALL WITHIN YOUR REACH	9	X	H11(1999)-3330	
WE LOVE SHIBUYA	41	X	H10(1998)-13740	
YOU'VE GOT TASTE!	Old32	X	S58(1983)-11581	