

*** Trademarks where Word Order Changes Place**

[Similarity]

When common words are combined, they are usually judged as similar even if the order is different because customers recognize the words dividing each word and they are confusing on sounds and meanings.

They are judged as dissimilar if they form inseparable words and do not have specific meanings, or they cause different meanings as the word order is different.

● Similarity (= : Similar)

Trademark	Similarity	Cited Trademark	Class	Case No.	Memo
WORLD HUNTING	=	HUNTING WORLD	9	2002-90830	
21eco	=	Eco21	16	2002-15398	
COOL THERMO	=	THERMO-COOL	25	2001-2412	
FactoryIT	=	IT FACTORY	9	2001-23732	
POWER WATER	=	WATER POWER	3	H10(1998)-14868	
WAGON CLUB	=	CLUBWAGON	12	H10(1998)-10935	
ARTIST FOOD	=	FOOD ARTIST	29	H9(1997)-10081	
AMINO PLUS	=	PLUS AMINO	Old 1	H8(1996)-20021	

● Similarity (X : Dissimilar)

Trademark	Similarity	Cited Trademark	Class	Case No.	Memo
Free twist	X	TWISTFREE	23	2007-900421	Both are coinage that might not show a specific meaning.
REPAIRNIGHT	X	NIGHT REPAIR	3	2007-8653	
	X		4	2007-32855	
QUICKSLIM	X	SLIMQUICK	25	2006-11997	
WATER COOL	X	<i>Cool Water</i>	5	2003-90741	
SILVER PEARL	X	PEARL SILVER	3	2003-35352	The ideas are different.
MSQ	X	QMS	9	2002-90678	The trademarks consist of the alphabet three characters. So it should be read one sound one sound separately.
comstyle	X	Style com	20	2002-16241	