

**\* Male, Female and Child ... Mr./Man/Boy/Girl/Mrs./Lady/Kids/Junior**

[Distinctiveness]

When the mark can be regarded as a kind of coined word as a whole, it tends to be judged as distinctive mark.

[Similarity]

Although it is difficult judgment whether the mark should be regarded as indication of quality of goods or the mark should be regarded as a kind of indivisible coined word, there is a tendency to put emphasis on the relation between the specified goods/services and the mark and the level of widespread of the mark in Japan.

(1) Male - UOMO, HOMME, BOY, MAN, Mr.

Distinctiveness ( : Distinctive, X : Non-distinctive)

Trademark	Class	Distinctiveness	Case No.	Memo
AQUA POUR HOMME	3		2006-15341	A kind of coined word
Posh Boy	Old 17		S59(1984)-2542	"Posh" is not a common word in Japan.
MANFIT	Old 17		S59(1984)-2490	Coined word

Similarity ( = : Similar, X : Dissimilar)


Trademark	Similarity	Cited Trademark	Class	Case No.	Memo
BELLEZZA UOMO	=	bellezza	Old 17	H02(1990)-7318	"UOMO" means "men's".
Mr. WOOL	=	Mr.	Old 16	S62(1987)-12017	"WOOL" is not distinctive. These are similar in "Mr."
Mr. MANHATTAN	=	Manhattan	25	2005-90525	"Mr." is excluded as an honorific title.
Mr. Rudy	=	Rudy	25	2002-3217	Same as above
Mr. LONGRUN	=	LongRun	Old 17	S62(1987)-15202	Same as above
GRAMME'S HOMME	X	GRAMME'S	25	2000-963	Indivisible coined word
<b>PLAYMATEHOMME</b>	X	PLAYMATE	25	2004-90719	Indivisible coined word
CITYBOY	X	City	Old 17	S57(1982)-8857	
MR.COFFEE	X	MISTER	Old 30	S59(1984)-17041	"MR. COFFEE" is distinctive.
Mr. Van	X	VINGT	Old 15	S60(1985)-1770	"Mr. Van" is distinctive.
MR. FRIENDLY	X	FRIENDLY	30	H07(1995)-13307	

(2) Female - WOMAN, GIRL, FEMME, FRAU, MADAM, Mrs., LADY

Distinctiveness ( : Distinctive, X : Non-distinctive)

Trademark	Class	Distinctiveness	Case No.	Memo
Frau	3		2004-26452	"Frau" is not recognized as "Woman" at once in Japan.

Similarity ( = : Similar, X : Dissimilar)

Trademark	Similarity	Cited Trademark	Class	Case No.	Memo
mysty woman	=	MISTY	25	H09(1997)-17375	Quality of goods (Different judgment: Ref. 2006-15066)
LOCAL GIRLS	=	LOCAL	25	H10(1998)-15799	
ARROW LADY'S	=	Arrow	Old 24	H04(1992)-17213	
LADY NOUVEAU	=	NOUVEAU	Old 24	H02(1990)-17612	
<b>mysty woman</b>	X	MISTY	25	2006-15066	A kind of coined word (Different judgment: Ref. H09(1997)-17375)
SURFERGIRL	X	SURFER	Old 21	S59(1984)-12919	
 <b>femme blanche</b>	X	BLANCHE	Old 17	H02(1990)-17652	
MADAME ELEGANCE	X	Elegance	Old 17	S63(1988)-20737	
マダムグレース Madam Grace	X	GRACE	25	2006-8600	
Mrs. Lotus	X	LOTUS	18	2006-16074	

(3) Child - ENFANT, KIDS, JUNIOR

Similarity ( = : Similar, X : Dissimilar)

Trademark	Similarity	Cited Trademark	Class	Case No.	Memo
Betty KIDS	=	BETTY(device)	25	2000-91242	
CANOFAX JUNIOR	=	JR.	Old 11	H01(1989)-18309	"JUNIOR" is distinctive.
JUNIOR COSMOS	=	COSMOS	Old 17	S62(1987)-8786	
CLOSED ENFANT	X	CLOSED	Old 23	H06(1994)-19083	
CROCO KIDS	X	CROCO	Old 17	H05(1993)-3933	
Johnson's KIDS	X	KIDS	3	H11(1999)-5925	
JUNIORROAD	X	ROAD	Old 22	S60(1985)-1203	