

Applications for Non-traditional Trademarks Started

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The Japan Patent Office (JPO) started accepting applications for non-traditional trademarks; namely, Color Per Se Mark, Sound Mark, Motion Mark, Position Mark, and Hologram Mark, on April 1, 2015.

The JPO received 624 applications during the period from April 1 to April 30, and had received a total of 702 applications as of May 31, including:

Color Per Se Mark:	289 (257 in April alone)
Sound Mark:	219 (192)
Position Mark:	143 (126)
Motion Mark:	48 (46)
Hologram Mark:	3 (3)

Reportedly, the first non-traditional trademark registration will be issued around the end of this year.

Browsing Non-traditional Trademark Applications:

The applications for new types of trademarks can be easily found using the Japan Platform for Patent Information (“J-PlatPat”) system (formerly IPDL) offered by the JPO.

For example, to search Sound Mark applications, first point to the “Trademark” bar and select “1. Japanese Trademark Database” and you will be taken to “Searching Japanese Trademark Database” page.

There are “Type of trademark” check boxes at the bottom of the page, and if you select the “Sound Mark” box and click the “Search” button, results for sound mark applications registered in the database will be shown.

(As of June 30, as many as 655 applications for non-traditional trademarks were found in the J-PlatPat database.)

URL: https://www3.j-platpat.inpit.go.jp/cgi-bin/ET/TM_AREA_E.cgi?1435905595756

The screenshot displays the J-PlatPat website interface for searching trademarks. The header includes the J-PlatPat logo and navigation links. The main content area is titled 'Searching Japanese Trademark Database'. It features a search form with the following sections:

- Retrieval item selection:** Includes dropdown menus for 'Trademark (for retrieval)', 'Similar group code', and 'Application number/Reclassification number'.
- Retrieval keyword:** Includes text input fields for keywords, with examples like 'Patent office Patent Patent' and '2-4, 2001'.
- Method:** Includes radio buttons for 'OR' and 'AND'.
- Type of trademark:** Includes checkboxes for 'Three-dimension Mark', 'Sound Mark' (which is selected and highlighted by a red arrow), 'Motion Mark', 'Hologram Mark', 'Color Per Se Mark', and 'Position Mark'.
- Search button:** A blue button labeled 'Search'.
- Data Coverage:** A link to view data coverage.

The footer contains links for 'Notice on Usage', 'Privacy policy', and 'Disclaimer'.

The audio data of sound marks is available through the Official Trademark Gazettes. Many applications seeking trademark registrations for sound logos of TV commercials that are familiar to Japanese consumers have been filed.

The Japanese Trademark Gazettes can be accessed in the following way:

1. Enter the Trademark Application Number in the “Searching Japanese Trademark Database” page shown above, or tick the check box of a non-traditional mark you want to search.
2. Click “Search” and “View list” buttons, and choose the application number you require. Then you will find the “Summary” of the trademark application, and you can access the Official Gazette by pressing “Gazette” button at the upper right of the page. You can listen to the sound of a Sound Mark by pressing “音声再生” button in the upper right part of the page.