

Brand name VOOU in designed characters and decorated with lines as the frame. VOOU is a distinctive name derived from the initials of the co-founder, combined with the last name. This creation reflects a personal touch and connection to the brand's identity. Importantly, "VOOU" is not a translated word; it is a name uniquely created to represent our brand and its values. In naming the brand "VOOU," we recognize its phonetic similarity to the Chinese term "wu wo". The term "wu wo" translates to "things and self," reflecting the relationship between individuals and their possessions. This resonates with our brand's philosophy of enhancing quality of life through design, allowing consumers to experience a harmonious connection between themself — 2216343

**Application number**

2216343

**Registration number**

TMA1295120

**Type(s)**

Design

**Category**

Trademark

**CIPO Status**

REGISTERED

**TM5 status**LIVE/REGISTRATION/Issued  
and Active

The trademark application has been registered with the Office.

**Filed**

2022-10-18

**Registered**

2025-03-03

**Registration Expiry Date**

2035-03-03

**Registered Owner**

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**Documents**[View documents](#)**Index headings**

VOOU

**Vienna information (Code & Description)**

26.4.1	Squares
A 26.4.5	One quadrilateral
A 26.4.18	Quadrilaterals containing one or more letters
26.3.23	Lines or bands forming an angle -- Note: Including chevrons and arrowheads formed by lines or bands.
A 26.4.26	Quadrilaterals with cutout areas
26.11.2	Two lines or bands

**Goods (Nice class & Statement)**

14	(1) Bangles; bracelets; bronze jewellery; charms for jewellery; costume jewellery; custom jewellery; diamond jewellery; gemstones; gold jewellery; jewellery and imitation jewellery; jewellery boxes and watch boxes; jewellery brooches; jewellery brooches; jewellery chains; jewellery plated with precious metals; jewellery rings; keychains; men's jewellery; necklaces; silver jewellery; women's jewellery, including anklets, body chains, bracelets, chains, chain extenders, chokers, earrings, hand lariats, lariats, necklaces
18	(2) Backpacks, book bags, sports bags, bum bags, wallets and handbags; baggage tags; Boston bags; clutch bags; cross-body bags; fashion handbags, luggage, backpacks, messenger bags; fur; handbags; imitation fur; leather and imitation leather; luggage and trunks; pet apparel, pet clothing, pet collars, leashes for animals; pet harnesses; shoulder straps; sports bags, cross body bags, shoulder bags and backpacks; straps for bags; subscription boxes comprised of handbags, purses, wallets, all-purpose carrying bags, carry-all bags, canvas bags for shopping, tote bags and cosmetic bags; tote bags

## Action History

Action	Action date	Due date	Comments
Filed	2022-10-18		
Created	2022-10-18		
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Examiner's First Report	2024-04-03	2024-10-03	
Default Notice Sent	2024-10-04	2024-12-04	Defaulting Action Date: 2024/04/03
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