

Application number

2309176

International Registration Number

1775112

Type(s)

Design

Category

Trademark

CIPO Status

APPROVED

TM5 status

LIVE/APPLICATION/ Under Examination



The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Filed

2023-01-18

International Registration

2023-01-18

Registration Expiry Date

2033-01-18

Applicant

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Trademark description

The mark consists of four Chinese characters. The first one transliterated as "dong" means "east", the second one transliterated as "fang" means "side; direction", the last two Chinese characters transliterated as "zhen xuan" means "selection".

Index headings

DONG FANG ZHEN XUAN
EAST
SIDE
DIRECTION
SELECTION

Vienna information (Code & Description)

28.3.0 Inscriptions in Chinese, Japanese or Korean characters

Foreign Character Translation

The translation provided by the applicant of the word(s) "dong", "fang", "zhen xuan" is "east", "side; direction", "selection".

Foreign Character Transliteration

The transliteration provided by the applicant of the foreign character(s) is DONG FANG ZHEN XUAN.

Goods (Nice class & Statement)

- 3 (1) Cosmetics for animals; cosmetics; potpourris [fragrances]; hand soap; dish detergents; general use abrasives; air fragrancng preparations; bath soap; shoe polish; dentifrices; aromatic essential oils.
- 5 (2) Ginseng for medicinal use; cordyceps sinensis for medicinal use; antibacterial handwashes; lycium chinensis for medicinal use; air purifying preparations; dietary fiber to aid digestion; saffron (Chinese herbal medicine); cod liver oil; dried Chinese boxthorn fruits for Chinese medicinal use; antiallergic medicines; pain relief medicines; medicines for alleviating constipation; dietetic substances consisting of vitamins, minerals, amino acids and trace elements for medical use; food for babies; pesticides; dental lacquer; depuratives for the body; disposable disinfecting wipes.
- 8 (3) Swords; pruning scissors; scissors; hand-operated cutting tools for kitchen use; hand-operated gardening tools; fulling tools [hand tools]; blade sharpening instruments; hand-operated sharpening instruments; graving tools [hand tools]; table cutlery [knives, forks and spoons].
- 15 (4) Musical percussion instruments; string musical instruments; electronic musical instruments; woodwind musical instruments; cases for musical instruments;

Documents

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buccins [trumpets]; horsehair for bows for musical instruments; wooden fish [wooden percussion instrument]; tuning hammers; Chinese flute membranes; reeds [musical instruments]; wind instruments; pianos; skins for drums.

(5) Copybooks; writing stationery; writing utensils; ink for calligraphy; bookmarkers; books; book jacket; bookbinding material; memo blocks; printing sets, portable [office requisites]; memorandum books; writing paper pads; plastic wrap; mosaic cardboard; envelopes; envelopes [stationery]; letter paper (finished product); children's story book; children's game book; children's drawing set; pencil sharpening machines, electric or non-electric; paper cutting crafts; scrapbook albums; paper bags for packaging; plastic bags for packaging; paper for packaging bag; printed comic strip; bank check; printing paper (including offset paper, newsprint paper, paper for books and periodicals, bond paper, gravure printing paper, letterpress printing paper); stamp pads; inkpad; rubber stamps; pencil sharpener; kitchen paper; foldable cardboard packaging box; 3d decal can be used on any surface; paper coffee filters; pictures; printed geographical maps; atlases; map paper; terrestrial globes; plastic gift wrap; freezer bags of plastic for food storage; colouring books; indian inks; duplicating paper; household plastic food storage bag; household paper garbage bag; children's books with electronic sound generating mechanism; architects' models; letter opener; stapling presses [office requisites]; punches [office requisites]; typewriter; book holders [stationery]; story book; wallchart for teaching purpose; folders for papers; wrappers [stationery]; gummed tape [stationery]; travel books; calendars; postcards; paper for postcard; desktop cabinets for stationery [office requisites]; modelling materials; modelling clay; stencil cases; song books; drawing rulers; writing brushes; canvas for painting; statuettes of papier mâché; filter paper; comic books; comic storybook; laser printing paper; cooking books; paint boxes for use in schools; encyclopedia; ink stones [ink reservoirs]; magnetic tablet; pop-up books; pencil holders; pen cases; note books; candy wrapper; tear-off calendar; event albums; pennants made of paper; boxes of paper; paper name card; containers of paper; bunting of paper; cream containers of paper; paper gift tag; packing [cushioning, stuffing] materials of paper or cardboard; packing [stuffing, padding] materials of paper or cardboard; stuffing of paper or cardboard; handkerchiefs of paper; cardboard box; cardboard gift box; paper bag; table napkins of paper; exercise book; protractors as drawing instruments; paintings and calligraphic works; papers for painting and calligraphy; drawing sets; drawing boards; painting paper; drawing pens; adhesive note paper; gift bags for wine; crayon; notebook; prospectuses; stickers [stationery]; greeting cards; staple removers (office requisites); comic strip; comic strip magazine; sketch book; steel pens; pencils; silver paper; conical paper bags; apparatus for mounting photographs; musical greeting cards; paint trays; food packaging paper; stencils for decorating food and beverages; recipe books, binders and cards; napkin

- paper; periodicals; writing instruments; plastic film for wrapping; wrapping paper; toilet paper; magazines; printed tags; business cards; art prints; tissues of paper for removing make-up; lithographic works of art; histological sections for teaching purposes; teaching aid for maths; stationery seals; stationery labels; stationery agendas; stationery tabs; paper stationery; stationery binders; file folders; document file racks; stationery cases; staplers; ink; paper clips; binder clips; thumbtacks; erasers; gummed cloth for stationery purposes; posters; pen; paper; face towels of paper; table linen of paper; towels of paper; placards of paper or cardboard; drawing compasses; drawing paper; drawing books; drawing squares; drawing pads; drawing pins.
- 18 (6) Umbrellas; backpacks; book bags; sports bags; bum bags; small bag for holding coins; handbags; bags [envelopes, pouches] of leather, for packaging; leather, unworked or semi-worked; trimmings of leather for furniture; valises; walking sticks; leather thongs; rucksacks; harness fittings.
- 21 (7) Mangers for animals; cosmetic brushes; trash cans for household use; pet feeding bowls; litter trays for pets; indoor terrariums [vivariums]; beverage containers; food storage containers; pots; vases; soap boxes; laundry baskets; pail containers; tissue boxes; pill boxes; fitted vanity cases; insect traps; washing boards; racks for drying clothes; hair combs; crystal handicraft; sweeper; perfume burners; flat-iron stands; toothbrushes; toothpicks; porcelain eggs; household containers of precious metal; cocktail glasses; cocktail shakers; thermally insulated containers for food; birdcages; bags for microwave cooking.
- 24 (8) Cloths for removing make-up; compressed textile towel; cotton hand towels; dish towels; bath towels; textile sports towel; face towels of textile; table napkins of textile; tea towels; washcloth; household linen; bed linen; tablecloths, not of paper; felt cloth; sleeping bags; wall hangings of textile; towels of textile; textile fabrics; quilts; metal fiber fabrics.
- 25 (9) Underwear; underpants; scarfs; hats; gloves [clothing]; shawls; baby clothing; beach cover-ups; blazers; blouses; coats; dresses; hooded tops; jackets; jumpsuits; lingerie; loungewear; overalls; pants; shirts; shorts; skirts; sportswear; suits; sweaters; sweatshirts; swimsuits; tank tops; T-Shirts; vests; sleep masks; pajamas (Am.); girdles; hosiery; shoes; neckties.
- 26 (10) Letters for marking linen; numerals for marking linen; artificial flowers; false hair; heat adhesive patches for decoration of textile articles [haberdashery]; buttons for clothing; lace trimmings; sewing needles; sewing boxes; shoe ornaments.
- 28 (11) Ice skates; jogging machines; rowing machines; elliptical exercise machines; weight lifting machines; archery implements; shin guards [sports articles]; knee guards for sports use; chess sets; baseball gloves; board games; parlour games; educational games for children; toy figures; toy animals; toy vehicles; construction toys; toy guns; dolls; stuffed toys; plush toys; educational toys; musical toys; electronic action toys; outdoor activity play

sets; multiple activity toys for children; in-line roller skates; playing balls; fishing tackle; gymnastic training stools; exercise weights; barbells; dumbbells; exercise treadmills; exercise bars; exercise pulleys; exercise benches; stationary exercise bicycles; hoops for exercise; ornaments for Christmas trees, except illumination articles and confectionery.

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(12) Pumpkin seed, processed; edible seaweed, processed; fish, processed; canned lunch meat; potato-based dumplings; dried sweet potato; dried seaweed; prawns, not live; fruit, dried; roast beef; beef; beef balls; beef jerky; beef slices; extra virgin olive oil; pork steak; octopus balls; mutton balls; meatballs; fish, preserved; dried shrimp; olive oil for food; fish balls; fish sausage, not live; codfish, not live; chicken; chicken meatball; silkworm chrysalis, for human consumption; fruit and vegetable-based snacks; freeze-dried meat; freezedried vegetables; processed betel nut; fruit compotes; pickled vegetables; potato flakes; sausage casings, natural or artificial; milk; powdered milk; cheese; poultry, not live; crayfish, not live; vegetables, dried; jams; dried durian; aquatic products, tinned; fruits, tinned [canned (Am.)]; sea-cucumbers, not live; mixed fruit, dried; condensed milk; preparations for making bouillon; tripe; lard; pork; preserved egg; rice milk; dried meat; dried meat floss; meat slice; jerky; meat, preserved; preserved garlic; ajvar (preserved peppers); dried mango; tahini [sesame seed paste]; peanut butter; vegetable-based meat substitutes; vegetables, tinned [canned (Am.)]; shrimps, not live; crab, not live; crab meat; blood sausage; soy milk; deep frozen instant dishes consisting primarily of meat, fish, poultry or vegetables; frozen sweet corn; yogurt; linseed oil for food; edible oils; seaweed extracts for food; colza oil for food; sausages; fish spreads; fish, tinned [canned (Am.)]; dried squid; quail egg; butter; lobsters, not live; salted vegetables; salted egg; bacon; milk products; dried shellfish; dried edible mushroom; fruit jellies; jellyfish body; dried whelk meat; ham; charcuterie; meat; meat jellies; meat extracts; broth; broth concentrates; meat, tinned [canned (Am.)]; fruit, preserved; vegetables, preserved; dried shrimp floss; dried clam meat; eggs; dried razor clam; beancurd products; cocoa butter for food; edible fats; edible birds' nests; fish, not live; dried fish floss; shark's fin; dried fish; roasted nuts; prawn slices; red mung beans, processed; green beans, processed; soy beans, processed.

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(13) Frozen coffee; rice flour with snail meat (strip); coffee-based beverages; coffee capsules, filled; loquat syrup being non-medicated confectionery; pralines; longan jelly being non-medicated confectionery; coconut macaroons; espresso; mixed biscuits; coffee filter bags, filled; charcoal roasted coffee; non-medicated confectionery in the nature of bird's nest stewed with pear; corn syrup for culinary purposes; pear syrup with added tuckahoe; rice noodles; pear syrup containing poria and fritillaria cirrhosa; litchi jelly being nonmedicated confectionery; flavourings for foodstuff containing Chinese caterpillar fungus-supplemented chicken essence [condiments]; flour; crunchy candy; flour-based dumplings; macarons; black coffee; black bean flour; udon noodles; oolong tea

[Chinese tea]; rice-based snack food; drinks based on tea; rice glue ball; Chinese rice pudding; rock candy; edible bird's nest flavoured rock candy; iced tea; corn flakes; potato flour; nut flours; meat tenderizers, for culinary purposes; sushi; millet grains, processed; chocolate; spaghetti; ramen; fine dried noodles; preparations for stiffening whipped cream; instant maize slurry; instant noodle; moon cakes; tapioca flour; fruit vinegar; bicarbonate of soda for cooking purposes [baking soda]; oat flakes; flowers or leaves for use as tea substitutes; white tea; rice; rice noodles (strip); rice flour; dry vermicelli; porridge; zongzi [glutinous rice wrapped in bamboo leaves]; candy; brown sugar; black tea; green tea; pepper; mustard; jasmine tea; tea-based beverages; soba noodles; saffron [seasoning]; lotus root starch; cakes; peppers [seasonings]; macaroni; yeast; tieguanyin tea; papads made of rice flour [crispy breads]; bread; rusks; noodles; wheat flour; edible fructose; gluten prepared as foodstuff; onigiri [rice balls]; dumpling; cookies; konjac starch; yellow tea; tortoise jelly being non-medicated confectionery; freeze-dried dishes with main ingredient being rice; cereal-based snack food; ice cubes; ice cream; burritos; leaven; cocoa-based beverages; coffee; chocolate sauce; chocolate-based beverages; instant rice; pizzas; lollipops; boxed lunches consisting of rice, with added meat, fish or vegetables; sugar; tea; honey; seasonings; spices; dried herbs for food purposes; fruit sauce; pepper sauce; ketchup sauce; gravy sauce; salad sauces; chili sauce; roasted and ground sesame seeds; cereal-based bars; ready-to-eat cereals; soya sauce; vinegar; fermented glutinous rice; coffee essences; starch for food; cooking salt; shrimp sauce; bechamel [white sauce].

31 (14) Copra; lemons, fresh; strawberry, fresh; blueberries, fresh; fresh honeydew melon; algae (wakame), unprocessed; coconuts; live chicken; fresh date; cod (live); barley; aromatic sand litter for pets; wheat; crayfish, live; fresh cherry tomatoes; citrus fruit, fresh; fresh pear; durian, fresh; fresh cherry; pitaya, fresh; fresh muskmelon; fresh mango; fresh apples; fresh litchi; fresh pineapple; grapes, fresh; fresh watermelon; fresh beans; fresh bananas; cereal seeds, unprocessed; poultry, live; live tuna fish; live fish for aquariums; oats; maize; seedlings; shrimp (alive); malt for brewing and distilling; edible fresh mushrooms; pet food; nuts, fresh; fruit, fresh; garden herbs, fresh; vegetables, fresh; natural plants and flowers; plant seeds; live poultry; live shrimps; live shellfish; flowers, natural; unprocessed grains; fodder.

32 (15) Essences for making soft drinks; fruit juice beverages; lemon juice drink; kvass; fruit juice concentrate; drinks consisting of a blend of fruit juice; non-alcoholic soda beverages flavored with tea; blueberry juice drink; sports energy drink; smoked plum juice drinks; beer-based cocktails; protein-enriched sports beverages; fruity beer; smoothies; fruit juices; sparkling water; pure water (drink); energy drinks; non-alcoholic beverages flavoured with tea; vegetable juices [beverages]; cola beverages; non-alcoholic fruit extracts; vegetable drink; aerated water; mineral water [beverages]; soda water; must; soy-based

33 drinks, other than milk substitutes; concentrates for making fruit beverages; beer.
 (16) Vodka; rum; light sparkling wine; sorghum-based Chinese spirits; brandy; tequila; alcoholic cocktails; whisky; aperitifs; fruit extracts, alcoholic; sake; arrack [arak]; baijiu [Chinese distilled alcoholic beverage]; rice alcohol; wine; alcoholic fruit beverages; wine-based beverages; rum-based beverages; alcoholic tea-based beverages; alcoholic coffee-based beverages; alcoholic chocolate-based beverages; yellow rice wine.

Services (Nice class & Statement)

35 (1) Providing consumer product advice relating to software; providing consumer product advice relating to laptops; providing consumer product advice relating to cosmetics; accounting; office machines and equipment rental; sponsorship search; publicity agents; organization of trade fairs for books; employment agency services; rental of vending machines; sales demonstrations of kitchen appliances by electronic means in order to facilitate home shopping and shopping by means of telephone; sales demonstrations of computer hardware by electronic means in order to facilitate home shopping and shopping by means of telephone; rental of sales stands; provision of an online marketplace for buyers and sellers of goods and services; online department store services; business management assistance; import and export agent; marketing research; advertising agencies; outsourcing services for merchandising for others; sales promotion for others through trading stamp schemes; sales promotion for others by means of privileged user cards; commercial administration of the licensing of the goods and services of others; retail services for pharmaceutical, veterinary and sanitary preparations and medical supplies.

Claims

Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66533501 in association with the same kind of goods (14)
 Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66536079 in association with the same kind of goods (2)
 Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66538837 in association with the same kind of goods (8)
 Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66545636 in association with the same kind of goods (12)
 Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66545652 in association with the same kind of goods (13)
 Priority Filing Date: August 11, 2022, Country or Office: CHINA, Application No. 66546263 in association with the same kind of goods (15)

Action History

Action	Action date	Due date	Comments
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International Registration	2023-01-18	2033-01-18	

Created	2024-02-07		
Formalized	2024-02-07		
Designation Notification - Madrid Protocol	2024-02-08	2025-08-08	
Search Recorded	2024-10-25		
Examiner's First Report	2024-10-25	2025-04-25	
Total Provisional Refusal	2024-10-25	2025-04-25	
Notification of Possible Opposition Sent	2024-12-09		
Agent Changed	2025-04-23		From/De: To/A: 5918
Correspondence Created	2025-08-05	2026-02-05	
Approved	2026-04-02		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2026-04-02		APPROVED BY PROGRAM EX200M1