

What is Registrable as a Trade Mark?

Jurisdiction: Taiwan
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Limits on
what can and cannot
be registered as a trademark

Limits
by law

Limits
by
Distinctiveness

Something special (or not)

Something different (or not)

Limits on
what can and cannot
be registered as a trademark

**Limits by
Law**

1 **Functional**

2 **National
Identity**

3 **International
identity**

4 **National
quality
certification**

**Limits by
Law**

5 **Anti-public
order or
morality**

6 **Misleading in
nature,
quality or
origin**

7 **Geographical
indication
(wine or liquor)**

Limits on
what can and cannot
be registered as a trademark

Limits by Distinctiveness

1 Traditional
mark-
presumed
distinctive

2 Non-Traditional
mark-presumed
non-distinctive

3 Acquired
distinctiveness
- global basis

Something special (or not)

1
Slogan

2
Trade Dress

3
Color(S)

4
Sound

5
Motion

6
Hologram

Something Different (or not)

1

Language-
national, dialect
or foreign

2

Culture

The background of the slide is a soft-focus photograph of a beach. In the foreground, an open book lies flat on the sand. Behind it, a piece of weathered driftwood is scattered across the sand. The sky is a clear, pale blue, and the overall lighting is bright and natural, suggesting a sunny day.

Thank You
謝謝 (Shei Shei)