

THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

Country	Thailand
Definition of Trademark	
1. According to the applicable legislation or to the practices of the Office, marks are defined as	
a) Visually perceptible signs	Yes
b) Signs capable of being represented graphically	Yes
c) Any sign capable of distinguishing the goods and services of one undertaking from those of another	Yes
2. Signs excluded from registration	
Are any signs excluded from registration as a mark?	No
Please, specify:	
Acceptable Types of Marks and Means of Representation	
Types of marks	
3. Is the applicant required to specify in the application the type of mark for which registration is requested?	Yes
4. Is a description of the mark [one option only]	b) Optional?
5. When an indication of the type of mark is neither specified nor included in the description, would the Office accept and process the application?	No
One option only:	
Please, specify:	
6. Please, indicate below the types of marks accepted by the Office and, where applicable, the way in which they must be represented:	
a) Word marks	Yes
i. Does the Office require the use of a standard character for the representation of word marks?	No
ii. Where applicable, does the Office require that words be translated into the language used by the Office	Yes
iii. Where applicable, does the Office require that words be transliterated following the phonetics of the language used by the Office	Yes
Please specify the font to be used to represent a standard character mark:	
b) Figurative marks (device marks)	Yes
Please, specify how they must be represented:	The figurative marks must be represent in 5cm.*5cm. in width and length and must be clear.
c) Hologram marks	No
Please, specify how they must be represented:	
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	The three-dimensional marks must show all essential shapes or configurations of the object, showing width, length and depth. The applicant may also describe the shape or configuration of that object.
i. Product packaging	No
Please, specify how it must be represented:	
ii. Product shape	Yes
Please, specify how it must be represented:	The shape or figure of an object featuring a word or phrase having no direct reference to the character or quality of the goods and not being a geographical name prescribed in Notification of Ministry of Commerce No 5 (B.E. 2535(1992))
e) Color marks	Yes
Please, specify how they must be represented	A trademark registered without limitation of color shall be deemed to be registered for all colors. The color

	marks must be represent in the same form of figurative marks as 5cm.*5cm. in width and length must be clear.
i. A single color	No
Please, specify how it must be represented:	
ii. A combination of colors	Yes
Please, specify how it must be represented:	A combination of colors must be combined from two or more colors in special manner. The applicant shall describe the colors contained in the trademark. And how each of the colors is positioned. The combination of colors marks must be represent in the same form of figurative marks as 5cm.*5cm. in width and length and must be clear.
f) Sound marks	Yes
Please, specify how they must be represented	The sound mark must clearly describe that sound and submit a clear recording of the sound for which registration is sought. The applicant may also submit musical notes, sound graphs, or any other things that show the characteristics of that mark. A sound having no direct reference to the character or quality of the goods or a sound which is not the natural sound of the goods or a sound which does not result from the functioning of the goods.
i. A musical sound	Yes
Please, specify how it must be represented:	The sound mark must clearly describe that sound and submit a clear recording of the sound for which registration is sought. The applicant may also submit musical notes, sound graphs, or any other things that show the characteristics of that mark.
ii. Any sound	Yes
Please, specify how it must be represented:	The sound mark must clearly describe that sound and submit a clear recording of the sound for which registration is sought. The applicant may also submit musical notes, sound graphs, or any other things that show the characteristics of that mark.
g) Motion marks	No
Please, specify how they must be represented:	
h) Multimedia marks (motion and sound)	No
Please, specify how they must be represented:	
i) Other(s) (e.g., gesture marks, olfactory marks, pattern marks, position marks, taste marks, texture marks, trade-dress)	No
Please, indicate what other types of marks are accepted:	
Please, specify how each of the other types of marks indicated above must be represented:	
Format and Means to File an Application with the Office	
7. Which of the following are acceptable formats to file an application with the Office?	
a) A paper form	Yes
b) The image of a paper form (e.g., PDF, JPG)	No
c) Structured data (e.g., e-filing, XML files)	Yes
8. How does the applicant submit the application?	
a) On a physical support (e.g., paper, CD-ROM or USB device)	Yes
b) By fax	No
c) Electronically, other than fax (e.g., by e-mail, by e-filing)	Yes
9. Is the applicant either required or allowed to submit an electronic representation of the mark along with the application?	Yes
Format(s) in which the Office accepts the electronic representation of the mark	
10. Depending on the type of mark,	

may the electronic representation consist of one or more digital still images?	Yes
Please select below the format accepted by the Office	
a) GIF	No
b) JPEG	Yes
c) PNG	No
d) TIFF	No
e) Other(s)	Yes
Please, specify in which other format(s):	BMP
When the representation consists of more than one digital still image:	
a) all images must be included in one file	Yes
b) each image may be in a separate file	Yes
11. Depending on the type of mark,	
may the electronic representation consist of a digital recording of sound only (i.e., without moving images)?	Yes
Please, select below the format accepted by the Office	
a) MID	No
b) MP3	Yes
c) WAV	Yes
d) Other(s)	No
Please, specify in which other format(s):	
12. Depending on the type of mark,	
may the representation consist of a digital recording of moving images without sound?	No
Please, select below the format(s) accepted by the Office	
a) AVI	
b) GIF	
c) MOV	
d) MP4	
e) MPEG	
f) WMV	
g) Other(s)	
Please, specify in which other format(s):	
13. Depending on the type of mark,	
may the representation consist of a digital recording of moving images and sound?	No
Please, select below the format(s) used by the Office	
a) AVI	
b) MP4	
c) MPEG	
d) WMV	
e) Other(s)	
Please, specify in which other format(s):	
Formats and standards used by the Office to store, manage and publish electronic representation of marks	
SCRx3421	
14. Does the Office store and manage an electronic representation of the mark (whether provided by the applicant or produced by the Office) in a database?	Yes
15. Is the electronic representation of the mark available to the public?	Yes
How can the public access the electronic representation of the mark?	
a) At the Office only (e.g., a dedicated computer terminal)	Yes
b) Online (e.g., online database)	Yes
16. In which format does the Office store, manage and publish the electronic representation of the mark when this consists of:	
a) one or more digital still images	JPEG, BMP
b) a digital recording of sound only	MP3, WAV
c) a digital recording of moving images without sound	None

d) a digital recording of moving images and sound	None
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