

## THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

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Country	Turkey
Definition of Trademark	
1. According to the applicable legislation or to the practices of the Office, marks are defined as	
a) Visually perceptible signs	No
b) Signs capable of being represented graphically	No
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?	
One option only:	No
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	No
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:	a reproduction of the mark must be submitted
c) Hologram marks	Yes
Please, specify how they must be represented:	no specified requirement
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	Maximum 6 reproductions for the mark from different angles.
i. Product packaging	Yes
Please, specify how it must be represented:	a reproduction of the mark must be submitted
ii. Product shape	Yes
Please, specify how it must be represented:	a reproduction of the mark must be submitted
e) Color marks	Yes
Please, specify how they must be represented	a reproduction of the colour and a generally recognised colour code must be submitted
i. A single color	Yes
Please, specify how it must be represented:	a reproduction of the colour and a generally recognised colour code must be submitted
ii. A combination of colors	Yes
Please, specify how it must be represented:	a reproduction of the colour combination and a generally recognised colour codes must be submitted
f) Sound marks	Yes

Please, specify how they must be represented	audio file reproducing the sound is mandatory, accurate representation of the sound in musical notation is optional
i. A musical sound	Yes
Please, specify how it must be represented:	audio file reproducing the sound is mandatory, accurate representation of the sound in musical notation is optional
ii. Any sound	Yes
Please, specify how it must be represented:	audio file reproducing the sound is mandatory, accurate representation of the sound in musical notation is optional
g) Motion marks	Yes
Please, specify how they must be represented:	a video file showing the movement or change of position, or a series of still sequential images showing the movement is mandatory, a description explaining the sequence is optional
h) Multimedia marks (motion and sound)	Yes
Please, specify how they must be represented:	audio file containing the combination of the image and the sound
i) Other(s) (e.g., gesture marks, olfactory marks, pattern marks, position marks, taste marks, texture marks, trade-dress)	Yes
Please, indicate what other types of marks are accepted:	All type of the marks are acceptable
Please, specify how each of the other types of marks indicated above must be represented:	Position marks: An appropriate identification of the position of the mark and its size or proportion with respect to the relevant goods is mandatory. Also a visual disclaimer of those elements which are not intended to form part of the subject-matter of the registration is mandatory. This could be done by broken or dotted lines. Pattern Marks: A reproduction showing the pattern of repetition is mandatory, description is optional.
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	No
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)	No
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	Yes
d) TIFF	No
e) Other(s)	No
Please, specify in which other format(s):	
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	No

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?	Yes
Please, select below the format(s) accepted by the Office	
a) AVI	Yes
b) GIF	No
c) MOV	Yes
d) MP4	Yes
e) MPEG	Yes
f) WMV	No
g) Other(s)	No
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?	Yes
Please, select below the format(s) used by the Office	
a) AVI	Yes
b) MP4	Yes
c) MPEG	Yes
d) WMV	No
e) Other(s)	No
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)	No
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
b) a digital recording of sound only	MP3
c) a digital recording of moving images without sound	MP4
d) a digital recording of moving images and sound	MP4