

## THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

<b>Country</b>	<b>Singapore</b>
<b>Definition of Trademark</b>	
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	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:	
<b>Acceptable Types of Marks and Means of Representation</b>	
<b>Types of marks</b>	
3. Is the applicant required to specify in the application the type of mark for which registration is requested?	No
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?	Yes
One option only:	c) Other
Please, specify:	If an application is for a non-conventional trade mark, the applicant will have to indicate the type of mark they are seeking for protection at the relevant section of the application form where they can select as an option: 3-dimensional shape / Movement Mark/ Aspect of packaging / Hologram Mark/ Colour(s) as a Trade Mark / Sound Mark, or other non-conventional marks.
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 mark representation submitted should show the exact trade mark for which protection is sought. Where the trade mark consists of colours in combination with other elements whether they be pictorial, figurative or word elements, a coloured image of the trade mark will be required to be lodged with the application.
c) Hologram marks	Yes
Please, specify how they must be represented:	The applicant has to provide a digital file for hologram marks. Each of the various views of the hologram must be depicted in the representation so that all the material features of the mark are apparent. For simple holograms where the essential features do not change according to the angle at which it is viewed, multiple

	views may not be necessary and a single representation may be acceptable. As such marks fall under the category of non-conventional marks, the applicant will have to provide us with a description of the mark.
d) Three-dimensional marks (shape marks) Please, specify how they must be represented	Yes Trade marks which consist of three-dimensional shapes of the goods or packaging may be represented by line drawings or actual depictions (photographs). Unless all dimensions of the mark can be captured in a single view, multiple images showing different views of the mark should be filed. As such marks fall under the category of non-conventional marks, the applicant will have to provide us with a description of the mark.
i. Product packaging Please, specify how it must be represented:	Yes The applicant has to provide us with an exact representation of the mark to be protected. As such marks fall under the category of non-conventional marks, the applicant will have to provide us with a description of the mark.
ii. Product shape Please, specify how it must be represented:	Yes Trade marks which consist of three-dimensional shapes of the goods may be represented by line drawings or actual depictions (photographs). Unless all dimensions of the mark can be captured in a single view, multiple images showing different views of the mark should be filed. As such marks fall under the category of non-conventional marks, the applicant will have to provide us with a description of the mark.
e) Color marks Please, specify how they must be represented	Yes Where the trade mark consists solely of colour(s), a sample of the colour(s), in the form of a graphical representation, is required to be lodged with the application. The applicant could also include on the application form, a designation from an internationally recognised identification code where the colour or shade exists in the coding system. However, the failure to indicate such a designation on the application form will not result in the application being denied a filing date. As such marks fall under the category of non-conventional marks, the applicant will have to provide us with a description of the mark. The description should indicate whether the mark consists of the colour(s) applied to the goods or their packaging or to other commercial item. Where colour is applied to the whole (or substantially the whole) surface of the object in question, a statement in words to this effect will suffice. In other cases a picture or diagram may be necessary to identify the area(s) of the item to which the colour(s) is/are applied.
i. A single color Please, specify how it must be represented:	Yes See remarks under (e).
ii. A combination of colors Please, specify how it must be represented:	Yes See remarks under (e).
f) Sound marks Please, specify how they must be represented	Yes A sound mark is considered to be graphically represented when it consists of a representation by a stave divided into measures and showing, in particular, a clef, musical notes and rests whose form indicates the relative value and, where necessary, accidentals. If a particular musical instrument is used to produce the sound forms part of the mark, this should be stated. The description and the representation of the trade mark should together clearly define all the details which constitute the trade

	mark. We would also require a digital file containing the sound to be submitted to us.
i. A musical sound	Yes
Please, specify how it must be represented:	See remarks under (f).
ii. Any sound	Yes
Please, specify how it must be represented:	See remarks under (f).
g) Motion marks	Yes
Please, specify how they must be represented:	Motion or moving marks can be represented by a sequence of still pictures in the correct sequence that corresponds to the mark in use and a written description describing the nature of the mark represented by the still pictures. The description should include the following information: - That the mark is a moving image <input type="checkbox"/> - What the images depict i.e. what the change in appearance is - How many images are involved <input type="checkbox"/> - What is the sequential order of the images <input type="checkbox"/> - That there is a single sequence of the movement (and not a variable sequence).
h) Multimedia marks (motion and sound)	Yes
Please, specify how they must be represented:	See remarks under (f) and (g).
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:	Signs that are capable of being represented graphically and capable of distinguishing the goods or services dealt with or provided in the course of trade by a person from those provided by another person.
Please, specify how each of the other types of marks indicated above must be represented:	The mark representation submitted should show the exact trade mark for which protection is sought, and a mark description should be provided. Where applicable, a digital file should be submitted along with the application form.
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	Yes
b) JPEG	Yes
c) PNG	No
d) TIFF	Yes
e) Other(s)	Yes
Please, specify in which other format(s):	bmp, jpg and tif.
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)	Yes
Please, specify in which other format(s):	AVI, MP4.
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	Yes
c) MOV	No
d) MP4	Yes
e) MPEG	Yes
f) WMV	Yes
g) Other(s)	Yes
Please, specify in which other format(s):	MP3, WAV.
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	Yes
e) Other(s)	Yes
Please, specify in which other format(s):	MP3, WAV, GIF.
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	bmp, jpg, tiff, tif, jpeg
b) a digital recording of sound only	MP3, WAV or AVI.
c) a digital recording of moving images without sound	avi, mp4, gif, wmv, mpeg
d) a digital recording of moving images and sound	avi, mp4, gif, wmv, mpeg, mp3, wav.