

THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

Country	United Kingdom
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?	Yes
One option only:	c) Other
Please, specify:	The electronic system that we use in the UKIPO automatically categorises the mark type once the application has been filed. In the case of a paper filed application the Trade Mark Administration team will determine the mark type.
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	No
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:	In the online application form the applicant must upload a representation of the mark using the following file types: JPG, GIF, TIF, PNG or JFIF. For paper applications the applicant must provide us with a printed representation of the mark.
c) Hologram marks	Yes
Please, specify how they must be represented:	In the online application form the applicant must upload a representation of the mark using the following file types: up to 4MB for JPG, GIF, TIF, PNG or JFIF format and up to 20MB for MP4 format. For paper applications the applicant must provide us with a printed representation of the mark, showing the different views of the hologram.
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	In the online application form the applicant must upload a representation of the mark using the following file types: up to 4MB for JPG, GIF, TIF, PNG or

	JFIF format and up to 20MB for OBJ, STL or X3D format. For paper applications the applicant must provide us with a printed representation of the mark, showing the different views of the 3D image.
i. Product packaging	Yes
Please, specify how it must be represented:	We would treat these applications as figurative or 3D marks depending on what the applicant has stated.
ii. Product shape	Yes
Please, specify how it must be represented:	We would treat these applications as 3D marks.
e) Color marks	Yes
Please, specify how they must be represented	In the online application the applicant must upload a colour representation of the mark in the following file types: JPG, GIF, TIF, PNG or JFIF. For paper filed applications the applicant must provide us with a printed colour representation of the mark.
i. A single color	Yes
Please, specify how it must be represented:	In the online application the applicant must provide us with a representation of the relevant colour in the following file types: JPG, GIF, TIF, PNG or JFIF. For paper filed applications the applicant must provide us with a representation of relevant colour of the mark.
ii. A combination of colors	Yes
Please, specify how it must be represented:	In the online application the applicant must provide us with a representation of the relevant colours in the following file types: JPG, GIF, TIF, PNG or JFIF. For paper filed applications the applicant must provide us with a representation of relevant colours of the mark.
f) Sound marks	Yes
Please, specify how they must be represented	In the online application form the applicant must upload a representation of a musical stave or a sonogram in the following file types: up to 4MB for JPG, GIF, TIF, PNG or JFIF format, or, provide us with an MP3 file of the sound which is no bigger than 2MB. For paper applications the applicant must provide us with a printed representation of a musical stave or a sonogram.
i. A musical sound	Yes
Please, specify how it must be represented:	In the online application form the applicant must upload a representation of a musical stave or a sonogram in the following file types: up to 4MB for JPG, GIF, TIF, PNG or JFIF format, or, provide us with an MP3 file of the sound which is no bigger than 2MB. For paper applications the applicant must provide us with a printed representation of a musical stave or a sonogram.
ii. Any sound	Yes
Please, specify how it must be represented:	In the online application form the applicant must upload a representation of a musical stave or a sonogram in the following file types: up to 4MB for JPG, GIF, TIF, PNG or JFIF format, or, provide us with an MP3 file of the sound which is no bigger than 2MB. For paper applications the applicant must provide us with a printed representation of a musical stave or a sonogram.
g) Motion marks	Yes
Please, specify how they must be represented:	In the online application the applicant must either provide us with an MP4 file of the mark which is no bigger than 20MB, or, provide us with a representation of the mark, showing the different views of the motion in the following file types: up to 4MB for JPG, GIF, TIF, PNG or JFIF format. For paper applications the applicant must provide us with a printed representation of the mark, showing the different views of the motion.
h) Multimedia marks (motion and sound)	Yes

Please, specify how they must be represented:	In the online application the applicant must provide us with an MP4 file of the mark which is no bigger than 20MB.
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:	Gesture marks Olfactory marks Pattern marks Position marks Taste marks Texture marks
Please, specify how each of the other types of marks indicated above must be represented:	Gesture marks would be treated as a motion or multimedia mark. Pattern and position marks would be treated as figurative marks. Whilst in theory the other mark types can be filed at the UKIPO, in practice it is unknown how they would be represented in order to be clear and precise.
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	Yes
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	Yes
d) TIFF	Yes
e) Other(s)	Yes
Please, specify in which other format(s):	JFIF
When the representation consists of more than one digital still image:	
a) all images must be included in one file	No
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	No
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	No
b) GIF	No
c) MOV	No
d) MP4	Yes
e) MPEG	No

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	No
b) MP4	Yes
c) MPEG	No
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	The applicant can file a number of different file types but the office will convert these to JPEG files. The office stores and publishes all still images as JPEG files.
b) a digital recording of sound only	The office stores, manages and publishes digital recordings of sound only as MP3 files.
c) a digital recording of moving images without sound	The office stores, manages and publishes digital recordings of moving images without sound as MP4 files.
d) a digital recording of moving images and sound	The office stores, manages and publishes digital recordings of moving images and sound as MP4 files.