

## THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

Country	Sweden
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?	Yes
Please, specify:	if it consists exclusively of a shape or other characteristics resulting from the nature of the goods, or is necessary to obtain a technical result or gives the goods substantial value. SE trademark act 1:9 and 2:4 (EU directive art 4 (1) (e))
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:	When the type of mark is not indicated by the applicant we enter the type. If the type is unclearly indicated by the applicant we will issue a notification to the applicant to remedy.
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:	Electronic filing and paper: All signs; Marks must be able to be reproduced in such a manner that they, with the technique available, can be represented on the register. The representation shall be clear, precise, complete, available, comprehensible, durable and objective.
c) Hologram marks	Yes
Please, specify how they must be represented:	Video file or graphical reproduction of stills which contains the views that are necessary to identify the holographic effect. (File format accepted: JPEG, MP)
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	Data generated pictures or a graphical representation of the shape. If the reproduction is filed electronically

	it can be represented with a maximum of six views. (File format accepted JPEG, OBJ, STL, X3D)
i. Product packaging	Yes
Please, specify how it must be represented:	See Three-dimensional marks
ii. Product shape	Yes
Please, specify how it must be represented:	See Three-dimensional marks
e) Color marks	Yes
Please, specify how they must be represented	A representation of the colour with an indication of the colour and a reference to an accepted colour code.
i. A single color	Yes
Please, specify how it must be represented:	A representation of the colour with an indication of the colour and a reference to an accepted colour code. (Accepted file format: JPEG)
ii. A combination of colors	Yes
Please, specify how it must be represented:	A representation of the colours which shows the systematic composition of the colours with an indication of the colours and a reference to an accepted colour code. (Accepted file format: JPEG)
f) Sound marks	Yes
Please, specify how they must be represented	Sound file or musical notation. (Accepted file format: JPEG, MP3)
i. A musical sound	Yes
Please, specify how it must be represented:	Sound file or musical notation. (If the office finds it necessary, we can ask for a sound example when the application consists of musical notation on paper.) (Accepted file format: JPEG, MP3)
ii. Any sound	Yes
Please, specify how it must be represented:	Sound file. (Accepted file format: JPEG, MP3)
g) Motion marks	Yes
Please, specify how they must be represented:	Video file or graphical reproduction of stills which contains the views that are necessary to identify the motion. (Accepted file format: JPEG, MP4)
h) Multimedia marks (motion and sound)	Yes
Please, specify how they must be represented:	Audio-visual file containing a combination of the picture and the sound. (Accepted file format: MP4)
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:	Pattern marks Position marks
Please, specify how each of the other types of marks indicated above must be represented:	Pattern marks: a reproduction of the mark which shows the repetition of the pattern. It may be followed by a verbal description. (accepted file format: JPEG) Position mark: A reproduction of the mark which in a clear manner shows the position of the mark and its size and proportions in relation to the goods in question. The parts which are not in question of exclusive rights shall be visually departed with dotted lines. It may be accompanied by a verbal description of the mark. (accepted file format: JPEG)
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)	Yes
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	Yes

with the application?	
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):	OBJ, STL, X3D, MP3, MP4
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	No
d) Other(s)	Yes
Please, specify in which other format(s):	JPEG
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)	Yes
Please, specify in which other format(s):	JPEG
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	JPEG
b) a digital recording of sound only	MP3
c) a digital recording of moving images without sound	JPEG, MP4
d) a digital recording of moving images and sound	MP4