

O/626/21

TRADE MARKS ACT 1994

IN THE MATTER OF APPLICATION NO. UK00003468940

BY GURU HOLDINGS LTD

TO REGISTER THE TRADE MARK:

Guru

IN CLASSES 39 AND 43

AND

IN THE MATTER OF OPPOSITION THERETO

UNDER NO. 420485

BY O2 WORLDWIDE LIMITED

BACKGROUND AND PLEADINGS

1. On 21 February 2020, Guru Holdings Ltd (“the applicant”) applied to register the trade mark shown on the cover page of this decision in the UK. The application was published for opposition purposes on the 6 March 2020. The applicant seeks registration for the following services:

Class 39 Delivery of food; Delivery of food and drink prepared for consumption; Delivery of food by restaurants; Food delivery; Food delivery services.

Class 43 Booking of restaurant seats; Making reservations and bookings for restaurants and meals; Reservation and booking services for restaurants and meals; Travel agency services for booking restaurants.

2. The application was opposed by O2 Worldwide Limited (“the opponent”) on 8 June 2020. The opposition was originally based upon sections 5(1), 5(2)(a), 5(2)(b) and 5(3) of the Trade Marks Act 1994 (“the Act”). However, the opponent withdrew the section 5(3) ground in writing on 21 December 2020. The opposition, therefore, proceeds on the basis of sections 5(1), 5(2)(a) and 5(2)(b).

3. The section 5(1) opposition is directed against the applicant’s class 43 services only. The sections 5(2)(a) and 5(2)(b) opposition is directed against the application in its entirety.

4. Under section 5(1) the opponent relies on the following trade mark:

GURU

UK registration no. UK00003362811

Filing date 21 December 2018; registration date 25 September 2020.

(“the 811 Mark”)

5. Under section 5(2)(a) the opponent relies upon the 811 Mark and the following trade mark:

GURU

European Union trade mark no. 018065466¹

Filing date 16 May 2019; registration date 23 January 2020

(“the 466 Mark”)

6. Under sections 5(2)(b) the opponent relies on the following trade marks:



European Union trade mark no. 012195772

Filing date 4 October 2013; registration date 19 September 2015

(“the 772 Mark”)

GURU TV

European Union trade mark no. 018101288

Filing date 30 July 2019; registration date 11 January 2020

(“the 288 Mark”)

O2 GURU

European Union trade mark no. 016057011

Filing date 18 November 2016; registration date 27 June 2017

(“the 011 Mark”)

¹ Although the UK has left the EU and the transition period has now expired, EUTMs, and International Marks which have designated the EU for protection, are still relevant in these proceedings given the impact of the transitional provisions of The Trade Marks (Amendment etc.) (EU Exit) Regulations 2019 – please see Tribunal Practice Notice 2/2020 for further information.

7. Under sections 5(1), 5(2)(a) and 5(2)(b), the opponent relies upon some of the services for which its marks are registered, as underlined in the Annex to this decision. The opponent claims that as a result of the identity and/or similarity of the marks and the identity and/or similarity of the services, there exists a likelihood of confusion.

8. The applicant filed a counterstatement denying the claims made.

9. The opponent is represented by Stobbs and the applicant is unrepresented. The opponent and applicant filed evidence in chief and neither requested a hearing. However, the opponent filed written submissions in lieu. Whilst I do not propose to summarise those submissions here, I have taken them into consideration, and will refer to them below where necessary. This decision is taken following a careful perusal of the papers.

10. Although the UK has left the EU, section 6(3)(a) of the European Union (Withdrawal) Act 2018 requires tribunals to apply EU-derived national law in accordance with EU law as it stood at the end of the transition period. The provisions of the Act relied on in these proceedings are derived from an EU Directive. This is why this decision continues to make reference to the trade mark case-law of EU courts.

EVIDENCE AND SUBMISSIONS

11. The applicant filed evidence in chief in the form of the witness statement of Mr Shrinivash Kumar, which is dated 4 March 2020. Mr Kumar is the Company Director of the opponent. Mr Kumar's statement was accompanied by 1 exhibit (exhibit A1).

12. The opponent filed evidence in chief in the form of the witness statement of Ms Clare Breheny, which is dated 21 December 2020. Ms Breheny is a Chartered Trade Mark Attorney and IA Director at Stobbs who are the representatives for the Opponent. Ms Breheny's statement was accompanied by 3 exhibits. I note that the opponent also filed written submissions.

13. Whilst I do not propose to summarise those here, I have taken them into consideration and will refer to them below where necessary.

PRELIMINARY ISSUES

14. Exhibit A1 is a non-exhaustive list of existing “guru” trade marks on the register for multiple different classes.

15. In *Zero Industry Srl v Office for Harmonisation in the Internal Market (Trade Marks and Designs) (OHIM)*, Case T-400/06 the General Court (“GC”) stated that:

“73. As regards the results of the research submitted by the applicant, according to which 93 Community trade marks are made up of or include the word ‘zero’, it should be pointed out that the Opposition Division found, in that regard, that ‘... there are no indications as to how many of such trade marks are effectively used in the market’. The applicant did not dispute that finding before the Board of Appeal but none the less reverted to the issue of that evidence in its application lodged at the Court. It must be found that the mere fact that a number of trade marks relating to the goods at issue contain the word ‘zero’ is not enough to establish that the distinctive character of that element has been weakened because of its frequent use in the field concerned (see, by analogy, Case T-135/04 GfK v OHIM – BUS(Online Bus) [2005] ECR II-4865, paragraph 68, and Case T-29/04 Castellblanch v OHIM – Champagne Roederer (CRISTAL CASTELLBLANCH) [2005] ECR II-5309, paragraph 71). “

16. The mere fact that there are multiple marks, containing the word GURU, on the Register (either in this jurisdiction or in the EU) is not relevant to my assessment. I have no evidence of how (if at all) these marks have been used in practice. This submission does not assist the applicant.

17. In its Form TM8 the applicant also submits the following:

“The Opponent uses its Earlier Mark to advertise its goods and services to consumers, and its “Guru” services appear to be for existing members or subscribers of the Opponent’s telecom services. The Applicant advertises its services to hot food businesses. There is a fundamental difference in the target market and in the sectors in which each party operates. On that basis alone the

Applicant contends that there can be no possibility of confusion between the Opponent's Earlier marks and the Applicant's proposed mark."

18. This submission, again, does not assist the applicant. I have to carry out a notional assessment based upon all the ways in which the services covered by the respective specifications could be used and sold. The way in which they are used and sold in practice is not relevant to my assessment.

DECISION

Section 5(1)

19. Section 5(1) of the Act reads as follows:

"5(1) A trade mark shall not be registered if it is identical with an earlier trademark and the goods or services for which the trade mark is applied for are identical with the goods or services for which the earlier trade mark is protected."

20. The mark relied upon by the opponent qualifies as an earlier trade mark pursuant to section 6 of the Act. The earlier mark is not subject to proof of use pursuant to section 6A of the Act.

Comparison of services

21. As section 5(1) of the Act requires the parties' respective services to be identical, I will begin with an assessment of the similarity of the services.

22. In *Gérard Meric v Office for Harmonisation in the Internal Market*, Case T- 133/05, the GC stated that:

"29. In addition, the goods can be considered as identical when the goods designated by the earlier mark are included in a more general category, designated by trade mark application (Case T-388/00 Institut for Lernsysteme

v OHIM – Educational Services (ELS) [2002] ECR II-4301, paragraph 53) or where the goods designated by the trade mark application are included in a more general category designated by the earlier mark.”

23. Guidance on this issue has come from Jacob J. (as he then was) in the *Treat* case, [1996] R.P.C. 281, where he identified the factors for assessing similarity as:

- (a) The respective uses of the respective goods or services;
- (b) The respective users of the respective goods or services;
- (c) The physical nature of the goods or acts of service;
- (d) The respective trade channels through which the goods or services reach the market;
- (e) In the case of self-serve consumer items, where in practice they are respectively found or likely to be found in supermarkets and, in particular, whether they are or are likely to be found on the same or different shelves;
- (f) The extent to which the respective goods or services are competitive. This inquiry may take into account how those in trade classify goods, for instance, whether market research companies, who of course act for industry, put the goods or services in the same or different sectors

24. In *YouView TV Ltd v Total Ltd*, [2012] EWHC 3158 (Ch), Floyd J. (as he then was) stated that:

“... Trade mark registrations should not be allowed such a liberal interpretation that their limits become fuzzy and imprecise: see the observations of the CJEU in Case C-307/10 *The Chartered Institute of Patent Attorneys (Trademarks) (IP TRANSLATOR)* [2012] ETMR 42 at [47]-[49]. Nevertheless the principle should not be taken too far. *Treat* was decided the way it was because the ordinary and natural, or core, meaning of ‘dessert sauce’ did not include jam, or because

the ordinary and natural description of jam was not ‘a dessert sauce’. Each involved a straining of the relevant language, which is incorrect. Where words or phrases in their ordinary and natural meaning are apt to cover the category of goods in question, there is equally no justification for straining the language unnaturally so as to produce a narrow meaning which does not cover the goods in question.”

25. In *Beautimatic International Ltd v Mitchell International Pharmaceuticals Ltd and Another*, [2000] F.S.R. 267 (HC), Neuberger J. (as he then was) stated that:

“I should add that I see no reason to give the word “cosmetics” and “toilet preparations”... anything other than their natural meaning, subject, of course, to the normal and necessary principle that the words must be construed by reference to their context.”

26. In *Kurt Hesse v OHIM*, Case C-50/15 P, the Court of Justice of the European Union (“CJEU”) stated that complementarity is an autonomous criterion capable of being the sole basis for the existence of similarity between goods. In *Boston Scientific Ltd v Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM)*, Case T-325/06, the GC stated that “complementary” means:

“... there is a close connection between them, in the sense that one is indispensable or important for the use of the other in such a way that customers may think the responsibility for those goods lies with the same undertaking.”

27. In *Sanco SA v OHIM*, Case T-249/11, the GC indicated that goods and services may be regarded as ‘complementary’ and therefore similar to a degree in circumstances where the nature and purpose of the respective goods and services are very different, i.e. chicken against transport services for chickens. The purpose of examining whether there is a complementary relationship between goods/services is to assess whether the relevant public are liable to believe that responsibility for the goods/services lies with the same undertaking or with economically connected undertakings. As Mr Daniel Alexander Q.C. noted, as the Appointed Person, in *Sandra Amelia Mary Elliot v LRC Holdings Limited*, BL-0-255-13:

“It may well be the case that wine glasses are almost always used with wine – and are, on any normal view, complementary in that sense – but it does not follow that wine and glassware are similar goods for trade mark purposes.” Whilst on the other hand: “... it is neither necessary nor sufficient for a finding of similarity that the goods in question must be used together or that they are sold together.”

Whilst on the other hand:

“... it is neither necessary nor sufficient for a finding of similarity that the goods in question must be used together or that they are sold together.”

28. I make note that under section 5(1) the opponent relies upon its services in class 43, opposing only the applicant’s services in class 43.

Booking of restaurant seats; Making reservations and bookings for restaurants and meals; Reservation and booking services for restaurants and meals; Travel agency services for booking restaurants

29. The opponent submits under section 5(1) that the applicant’s above class 43 services falls within the broader category of “restaurant services” in the opponent’s 811 Mark’s specification. Whilst restaurant services is a relatively broad term, in my opinion it does not necessarily encompass the applicant’s reservation services, although I do appreciate that some restaurants can, and do, offer their own online reservation facilities. This is demonstrated by the opponent’s exhibit CB2. Simply contacting a restaurant to reserve a table does not constitute a reservation service. Such a service is likely, instead, to be provided by a third party, with the average consumer contacting the service provider to make a reservation which will be taken on the restaurant provider’s behalf. The services do not overlap in method of use, nature, purpose and trade channels. I also do not consider them to be in competition, nor do I consider them to be complementary. Whilst there may be overlap in user, that is not sufficient on its own for a finding of similarity. Taking the above into account, I consider that the services to be dissimilar.

30. I can see no other point of similarity between the specifications which would put the opponent in a stronger position.

31. It is a prerequisite of section 5(1) that the services be identical. The opposition based upon this ground relying on the 811 Mark therefore fails at the first hurdle. The opposition based upon section 5(1) is dismissed.

Section 5(2)(a) and 5(2)(b)

32. Section 5(2) of the Act reads as follows:

(2) A trade mark shall not be registered if because –

(a) it is identical with an earlier trade mark and is to be registered for goods or services similar to those for which the trade mark is protected

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected

there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark.”

33. An earlier trade mark is defined in section 6 of the Act, the relevant parts of which state:

“6(1) In this Act an “earlier trade mark” means –

(a) a registered trade mark, international trade mark (UK) or Community trade mark or international trade mark (EC) which has a date of IR for registration earlier than that of the trade mark in question, taking account (where appropriate) of the priorities claimed in respect of the trade marks

(2) References in this Act to an earlier trade mark include a trade mark in respect of which an application for registration has been made and which, if registered, would be an earlier trade mark by virtue of subsection (1)(a) or (b) subject to its being so registered.”

34. The trade marks upon which the opponent relies qualify as earlier trade marks because they were applied for at an earlier date than the applicant’s mark pursuant to section 6 of the Act. As the earlier marks had not completed their registration process more than 5 years before the filing date of the application in issue, they are not subject to proof of use pursuant to section 6A of the Act. The opponent can, therefore, rely upon all of the services underlined in the Annex.

Section 5(2)(b) case law

35. The following principles are gleaned from the decisions of the EU courts in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v OHIM*, Case C-3/03, *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*, Case C-120/04, *Shaker di L. Laudato & C. Sas v OHIM*, Case C-334/05P and *Bimbo SA v OHIM*, Case C-591/12P:

- (a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;
- (b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;
- (c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;

- (d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;
- (e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;
- (f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive role in a composite mark, without necessarily constituting a dominant element of that mark;
- (g) a lesser degree of similarity between the goods or services may be offset by a great degree of similarity between the marks, and vice versa;
- (h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;
- (i) mere association, in the strict sense that the later mark brings the earlier mark to mind, is not sufficient;
- (j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;
- (k) if the association between the marks creates a risk that the public might believe that the respective goods or services come from the same or economically-linked undertakings, there is a likelihood of confusion.

Comparison of services

36. Under sections 5(2)(a) and 5(2)(b), the opponent relies on classes 39, 41 and 43, opposing all of the applicant's services.

37. I have set out the relevant case law above and have taken it into account in reaching my findings below.

Class 39

Delivery of food; Delivery of food and drink prepared for consumption; Delivery of food by restaurants; Food delivery; Food delivery services

38. The opponent submits that the above services overlap with "restaurant services" in the opponent's 811 and 288 earlier mark's specifications. However, these services will be provided by restaurants directly and the applicant's above class 39 services will be provided through an intermediary. Consequently, the trade channels will differ. The method of use will also be different, as the applicant's services are likely to be selected through a website whereas the opponent's services are likely to be purchased in person, although I recognise that pre-orders may be placed in the case of takeaways for collection. The purpose will differ as the purpose of the opponent's services is to provide food whereas the purpose of the applicant's services is to pick up the food from the restaurant and deliver it to consumers. The nature of the services is clearly different. I recognise that there may be overlap in user as both services may be purchased by members of the general public. There may also be a degree of competition, as the user may choose to purchase an order for a takeaway through the applicant's services or attend a restaurant themselves or order a takeaway through the restaurant instead. I do not consider there to be any complementarity as, whilst the services might be important to each other, the average consumer would not consider the provider to be the same. This is because the applicant's services are likely to be provided by an intermediary, rather than the restaurant themselves. Taking all of this into account, I consider the services to be similar to between a low and medium degree.

39. I consider that all of the applicant's above class 39 specification fall within the broader category of the "delivery of goods" in the opponent's 011 mark's class 39 specification. The services can, therefore, be considered identical on the principle outlined in *Meric*.

40. I can see no other point of similarity between the parties' respective specifications which would put the opponent in a stronger position.

Class 43

Booking of restaurant seats; Making reservations and bookings for restaurants and meals; Reservation and booking services for restaurants and meals; Travel agency services for booking restaurants

41. The opponent submits that the "booking of seats for shows" in the 811, 466, 772, 288 and 011 Marks' specifications overlaps with the applicant's above class 43 services. The opponent provides screenshot evidence under exhibit CB3 of services which offer bookings and reservations of both restaurants and shows. Although the evidence is dated after the relevant date, there is no reason to conclude that the position would have been different prior to the relevant date and that accords with my own experiences. I therefore consider that there could be an overlap in trade channels. I also consider that there is an overlap in purpose and user as they are both used to make bookings and reservations by the general public. However, the purpose differs to the extent that they are used to book different types of venue. The method of use and nature may overlap as both are likely to take the form of an online booking system which the user will fill out to allocate the day and time for booking. The services are neither in competition, nor complementary. Taking the above into account, I consider the services to be similar to a medium degree.

Comparison of the trade marks

Section 5(2)(a)

42. It is a prerequisite of section 5(2)(a) that the trade marks are identical. In *S.A. Société LTJ Diffusion v. Sadas Vertbaudet SA*, Case C-291/00, the CJEU held that:

“54... a sign is identical with the trade mark where it reproduces, without any modification or addition, all the elements constituting the trade mark or where, viewed as a whole, it contains differences so insignificant that they may go unnoticed by the average consumer.”

43. As highlighted by the opponent, Mr Iain Purvis QC, sitting as the Appointed Person in *Groupement Des Cartes Bancaires v China Construction Bank Corporation*, case BL O/281/14 found that:

“It is well established that a ‘word mark’ protects the word itself, not simply the word presented in the particular font or capitalization which appears in the Register of Trade Marks.....A word may therefore be presented in a different way (for example a different font, capitals as opposed to small letters, or handwriting as opposed to print) from that which appears in the Register whilst remaining ‘identical’ to the registered mark.”

44. Under section 5(2)(a) the opponent relies on both the 811 and 466 Marks.

45. Both marks are the word “GURU” in upper-case. The applicant’s mark is the word “Guru” in title-case. Taking the above into account, I consider that these marks are clearly identical.

Section 5(2)(b)

46. For the purposes of 5(2)(b), I will compare the 772, 288 and 011 Marks with the applicant’s mark.

47. It is clear from *Sabel BV v. Puma AG* (particularly paragraph 23) that the average consumer normally perceives a trade mark as a whole and does not proceed to analyse its various details. The same case also explains that the visual, aural and conceptual similarities of the trade marks must be assessed by reference to the overall

impressions created by the trade marks, bearing in mind their distinctive and dominant components. The CJEU stated, at paragraph 34 of its judgment in Case C-591/12P, *Bimbo SA v OHIM*, that:

“... it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

48. It would be wrong, therefore, to artificially dissect the trade marks, although it is necessary to take into account the distinctive and dominant components of the marks and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions created by the marks.

49. The respective trade marks are shown below:

Opponent's trade marks	Applicant's trade mark
<div data-bbox="352 1258 647 1498" data-label="Image"> </div> <p data-bbox="391 1518 600 1550">The 772 Mark</p> <div data-bbox="363 1648 624 1704" data-label="Text"> <p>GURU TV</p> </div> <p data-bbox="391 1738 600 1769">The 288 Mark</p> <div data-bbox="359 1879 628 1935" data-label="Text"> <p>O2 GURU</p> </div> <p data-bbox="391 1957 600 1989">The 011 Mark</p>	<div data-bbox="1008 1576 1219 1648" data-label="Text"> <p>Guru</p> </div>

Overall Impression

50. The 772 Mark consists of the word 'Guru' encased in a white speech bubble shape on a dark blue background. I consider the word Guru to play a greater role in the overall impression of the mark, with the background and stylisation playing a lesser role.

51. The 288 Mark consists of the words GURU TV. The overall impression of the mark lies in the combination of these words.

52. The 011 Mark consists of the words O2 GURU. The overall impression of the mark lies in the combination of these words.

53. The applicant's mark consists of the word Guru. There are no other elements to contribute to the overall impression which lies in the word itself.

Visual Comparison

The 772 Mark and the Applicant's Mark

54. Visually, the marks coincide in the presence of the word Guru. This acts as a point of visual similarity. However, the 772 Mark includes a white speech bubble shape and dark blue background. These act as visual points of difference. Overall, I consider the marks to be visually similar to between a medium and high degree.

The 288 Mark and the Applicant's Mark

55. Visually, the marks coincide in the presence of the word GURU. However, the 288 Mark also has the additional word TV at the end of the mark. Overall, I consider the marks to be visually similar to a medium degree.

The 011 Mark and the Applicant's Mark

56. Again, the marks coincide in the presence of the word GURU. However, the 011 Mark starts with the additional element O2. As a general rule, the beginning of the marks tend to make more impact than the ends, especially as words are read from left to right.² Consequently, I consider the marks to be visually similar to between a low and medium degree.

Aural Comparison

The 772 Mark and the Applicant's Mark

57. Aurally, GURU will be given its ordinary English pronunciation in both marks. Consequently, the marks are aurally identical.

The 288 Mark and the Applicant's Mark

58. The same comparison applies as set out above, however, the 288 Mark contains the additional word TV which will also be given its ordinary English pronunciation. Therefore, the marks are aurally similar to a medium degree.

The 011 Mark and the Applicant's Mark

59. The same comparison applies as set out above, however, the 011 Mark contains the additional element 'O2' which could be pronounced as OHH-TOO. Consequently, the marks are aurally similar to between a low and medium degree.

Conceptual Comparison

The 772 Mark and the Applicant's Mark

60. Both marks contain the word Guru which has its own ordinary dictionary meaning of a person who some people regard as an expert or leader.³ I do not consider that

² *El Corte Ingles, SA v OHIM, Cases T-183/02 and T-184/02*

³ <https://www.collinsdictionary.com/dictionary/english/guru>

any meaning will be conveyed by the device elements in the 772 Mark. I consider the marks to be conceptually identical.

The 288 Mark and the Applicant's Mark

61. Conceptually, both marks are suggestive of an expert in something. However, the 288 Mark contains the additional word TV which has its own recognisable dictionary meaning. This acts as a conceptual point of difference. Therefore, I consider the marks to be conceptually similar to between a low and medium degree.

The 011 Mark and the Applicant's Mark

62. The 011 Mark contains the additional element 'O2'. I consider that a significant proportion of average consumers would recognise it as a chemical symbol relating to oxygen. Consequently, by putting O2 and GURU together, this creates a new conceptual meaning, someone who is an expert in chemicals/oxygen. This acts as a conceptual point of difference. I consider the marks to be conceptually similar to between a low and medium degree.

The average consumer and the nature of the purchasing act

63. As the case law above indicates, it is necessary for me to determine who the average consumer is for the respective parties' services. I must then determine the manner in which the services are likely to be selected by the average consumer. In *Hearst Holdings Inc, Fleischer Studios Inc v A.V.E.L.A. Inc, Poeticgem Limited, The Partnership (Trading) Limited, U Wear Limited, J Fox Limited*, [2014] EWHC 439 (Ch), Birss J described the average consumer in these terms:

“60. The trade mark questions have to be approached from the point of view of the presumed expectations of the average consumer who is reasonably well informed and reasonably circumspect. The parties were agreed that the relevant person is a legal construct and that the test is to be applied objectively by the court from the point of view of that constructed person. The words

“average” denotes that the person is typical. The term “average” does not denote some form of numerical mean, mode or median.”

64. The average consumer for the services will be members of the general public. The cost of the services in question is likely to vary, and the majority of the services will be purchased reasonably frequently. The average consumer will take various factors into consideration such as the cost and ease of use. Therefore, the level of attention paid during the purchasing process will be medium.

65. The services may be purchased through websites, apps or following sight of advertisements or physical premises. Therefore, visual considerations are likely to dominate the selection process. However, I do not discount that there may be an aural component to the purchase of the services given that reservations and orders may be placed verbally over the phone.

Distinctive character of the earlier trade marks

66. In *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel BV*, Case C-342/97 the CJEU stated that:

“22. In determining the distinctive character of a mark and, accordingly, in assessing whether it is highly distinctive, the national court must make an overall assessment of the greater or lesser capacity of the mark to identify the goods or services for which it has been registered as coming from a particular undertaking, and thus to distinguish those goods or services from those of other undertakings (see, to that effect, judgment of 4 May 1999 in Joined Cases C108/97 and C-109/97 *Windsurfing Chiemsee v Huber and Attenberger* [1999] ECR I-2779, paragraph 49).

23. In making that assessment, account should be taken, in particular, of the inherent characteristics of the mark, including the fact that it does or does not contain an element descriptive of the goods or services for which it has been registered; the market share held by the mark; how intensive, geographically

widespread and long-standing use of the mark has been; the amount invested by the undertaking in promotion of the mark; the proportion of the relevant section of the public which, because of the mark, identifies the goods or services as originating from a particular undertaking; and statements from chambers of commerce and industry or other trade and professional associations (see Windsurfing Chiemsee, paragraph 51).”

67. Registered trade marks possess varying degrees of inherent distinctive character, ranging from the very low, because they are suggestive or allusive of a characteristic of the services, to those with high inherent distinctive character, such as invented words which have no allusive qualities. The distinctiveness of a mark can be enhanced by virtue of the use that has been made of it.

68. As the opponent has not filed any evidence to show that the distinctiveness of its earlier marks have been enhanced through use, I only have the inherent position to consider.

The 811 and 466 Marks

69. The word ‘GURU’ will be known to the average consumer as a person who is an expert, leader, or teacher. In my experience, if someone is an expert in something, they will often be referred to as a guru. For the opponent’s services relied upon such as “restaurant services” and the “booking of seats for shows”, these are not services which we would expect to be provided by experts. Consequently, I do not consider that the marks are suggestive or allusive of the above meaning. Taking the above into account, I consider the opponent’s marks to be inherently distinctive to a medium degree.

The 772 Mark

70. I do not consider that the background of the 772 Mark adds significantly to the distinctiveness. Therefore, the same comparison applies as set out above.

The 288 Mark

71. The 288 mark consists of the words GURU TV. Together they are neither allusive nor descriptive of the services. I consider the 288 Mark to be inherently distinctive to a medium degree.

The 011 Mark

72. The 011 Mark consists of O₂, the symbol for two oxygen molecules, and GURU an ordinary dictionary word. Together they are neither allusive nor descriptive of the services. I consider the 011 Mark to be inherently distinctive to a medium degree.

Likelihood of confusion

73. Confusion can be direct or indirect. Direct confusion involves the average consumer mistaking one mark for the other, while indirect confusion is where the average consumer realises the marks are not the same but puts the similarity that exists between the marks and the services down to the responsible undertakings being the same or related. There is no scientific formula to apply in determining whether there is a likelihood of confusion; rather, it is a global assessment where a number of factors need to be borne in mind. The first is the interdependency principle i.e. a lesser degree of similarity between the respective trade marks may be offset by a greater degree of similarity between the respective services and vice versa. It is necessary for me to keep in mind the distinctive character of the earlier marks, the average consumer for the services and the nature of the purchasing process. In doing so, I must be alive to the fact that the average consumer rarely has the opportunity to make direct comparisons between trade marks and must instead rely upon the imperfect picture of them that he has retained in his mind.

The 811 and 466 Marks

74. The following factors must be considered to determine if a likelihood of confusion can be established:

- I have found the 811 and 466 Marks to be identical to the applicant's mark.
- I have found the 811 and 466 Marks to be inherently distinctive to a medium degree.
- I have identified the average consumer as members of the general public who will select the services primarily by visual means, although I do not discount an aural component.
- I have concluded that a medium degree of attention will be paid during the purchasing process.
- I have found the parties services to be similar to between a low and medium degree and to a medium degree.

75. Taking all of the factors listed in paragraph 74 into account, I am satisfied that the average consumer would likely mistake one mark for the other, this is particularly the case given the identity of the marks. I also consider that the identity of the marks offsets the differences between the services that I have found to be similar to between a low and medium degree. Therefore, a likelihood of confusion will still arise.

76. The opposition based upon 5(2)(a) has succeeded.

77. As I have already found the opposition to be successful in its entirety based upon the 811 and 466 Marks, I do not consider it necessary to go on to consider the remaining earlier marks any further.

CONCLUSION

78. The opposition is successful in its entirety and the application is refused.

COSTS

79. The opponent has been successful and is entitled to a contribution towards its costs, based upon the scale published in Tribunal Practice Notice 2/2016. In the circumstances, I award the opponent the sum of **£1,200** as a contribution towards the costs of the proceedings. The sum is calculated as follows:

Filing a Notice of opposition and considering the applicant's counterstatement	£250
Preparing and filling witness statement and exhibits	£500
Filing written submissions	£350
Official Fee	£100 ⁴
Total	£1,200

80. I therefore order Guru Holdings Ltd to pay O2 Worldwide Limited the sum of £1,200. This sum is to be paid within 21 days of the expiry of the appeal period or, if there is an appeal, within 21 days of the conclusion of the appeal proceedings.

Dated this 24th day of August 2021

L FAYTER
For the Registrar

⁴ Although the official fee paid by the opponent was £200, the section 5(3) ground was subsequently withdrawn. It is, therefore, only appropriate to award the opponent the sum of £100 in respect of the official fee.

ANNEX

The 811 Mark

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; apparatus for the transmission of sound and image; telecommunications apparatus; mobile telecommunication apparatus; mobile telecommunications handsets; digital telecommunication apparatus and instruments; digital tablets; tablet computers; computer hardware; computer application software; computer software downloadable from the Internet; recorded computer software; software applications; mobile software applications, downloadable applications for multimedia devices; computer games; computer game software; computer software applications, downloadable; computer games programs; PDAs (Personal Digital Assistants); pocket PCs; mobile telephones; selfie sticks [hand-held monopods]; smart rings; smartphones; smartwatches; laptop computers; telecommunications network apparatus; drivers software for telecommunications networks and for telecommunications apparatus; protective clothing; protective helmets; televisions; headphones; global positioning system [GPS] apparatus; satellite navigation devices; computer software recorded onto CD Rom; SD-Cards (secure digital cards); glasses; spectacle glasses; sunglasses; protective glasses and cases therefor; contact lenses; cameras; camera lenses; MP3 players; audio tapes, audio cassettes; audio discs; audio-video tapes; audio-video cassettes; audio-video discs; video tapes; video cassettes; video discs; CDs, DVDs; downloadable electronic publications; downloadable image files; downloadable music files; mouse mats; magnets; mobile telephone covers; mobile telephone cases; hands free kits for phones; magnetic cards; encoded cards; mobile phone application software; software for telecommunication; software for the processing of financial transactions; electronic notice boards; electric batteries; battery chargers; security

alarms; security cameras; security warning apparatus; security control apparatus; security surveillance apparatus; computer software for security purposes; computer software for insurance purposes; SIM cards; interactive touch screen terminals; aerials; alarms; electric cables; chemistry apparatus and instruments; recorded computer operating programs; computer peripheral devices; data processing apparatus; diagnostic apparatus, not for medical purposes; distance measuring apparatus; distance recording apparatus; downloadable ring tones for mobile phones; electronic tags for goods; eyepieces; goggles for sports; magnetic identity cards; intercommunication apparatus; loudspeakers; magnetic data media; mathematical instruments; modems; electric monitoring apparatus; television apparatus; testing apparatus not for medical purposes; telecommunication transmitters; mobile device management apparatus; software for mobile device management; middleware for management of software functions on electronic devices; computer virus software; computer antivirus software; privacy protection software; parts and fittings for all the aforesaid goods; all of the aforementioned not in relation to angling.

Class 35

Advertising; business management; business administration; office functions; organisation, operation and supervision of loyalty and incentive schemes; retail services and online retail services connected with the sale of scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments, apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, apparatus for recording, transmission or reproduction of sound or images; retail services and online retail services connected with the sale of magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment, computers, computer software, fire-extinguishing apparatus, apparatus for the transmission of sound and image, telecommunications apparatus, mobile telecommunication apparatus, mobile telecommunications handsets; retail services and online retail services connected with the sale of digital telecommunication apparatus and instruments, digital tablets, computer hardware, computer application software, computer software downloadable from the Internet, recorded computer software, software applications, mobile software

applications, downloadable applications for multimedia devices, computer games, computer game software, computer games programs, PDAs (Personal Digital Assistants); retail services and online retail services connected with the sale of pocket PCs, mobile telephones, laptop computers, telecommunications network apparatus, drivers software for telecommunications networks and for telecommunications apparatus, protective clothing, protective helmets, televisions, headphones, global positioning system [GPS] apparatus, satellite navigation devices, computer software recorded onto CD Rom, SD-Cards (secure digital cards), glasses, spectacle glasses, sunglasses; retail services and online retail services connected with the sale of protective glasses and cases therefor, contact lenses, cameras, camera lenses, MP3 players, audio tapes, audio cassettes, audio discs, audio-video tapes, audio-video cassettes, audio-video discs, video tapes, video cassettes, video discs, CDs, DVDs, downloadable electronic publications, downloadable image files, downloadable music files, mouse mats, magnets, mobile telephone covers, mobile telephone cases; retail services and online retail services connected with the sale of hands free kits for phones, magnetic cards, encoded cards, mobile phone application software, software for telecommunication, software for the processing of financial transactions, electronic notice boards, electric batteries, battery chargers, security alarms, security cameras, security warning apparatus, security control apparatus, security surveillance apparatus, computer software for security purposes; retail services and online retail services connected with the sale of computer software for insurance purposes, SIM cards, aerials, alarms, electric cables, chemistry apparatus and instruments, recorded computer operating programs, computer peripheral devices, data processing apparatus, diagnostic apparatus, not for medical purposes, distance measuring apparatus, distance recording apparatus, downloadable ring tones for mobile phones, electronic tags for goods; retail services and online retail services connected with the sale of electronic tags for goods, eyepieces, goggles for sports, magnetic identity cards, intercommunication apparatus, loudspeakers, magnetic data media, mathematical instruments, modems, electric monitoring apparatus, television apparatus, testing apparatus not for medical purposes, telecommunication transmitters, paper, cardboard, printed matter, photographs, stationery; retail services and online retail services connected with the sale of office requisites, instructional and teaching material, packaging material, educational equipment, writing implements, writing instruments, writing materials, books, catalogues, cards, instruction manuals,

magazines, mail order catalogues, newspapers, pamphlets, periodical publications, calendars, diaries, labels, maps, printed publications, postcards, posters, printed tariffs, printed forms; retail services and online retail services connected with the clothing, footwear, headgear, household or kitchen utensils and containers, cookware, tableware, food cooking equipment, cutlery, cleaning articles, gardening articles, jewellery, horological and chronometric instruments, musical instruments, apparatus for lighting, textiles, household textile articles, furniture, furnishing, bags, luggage, toiletries, cosmetics, pharmaceutical preparations, cleaning preparations; retail services and online retail services connected with the sale of bags, luggage, games and playthings, gymnastic articles, sporting articles, sporting equipment, meat, fish, poultry, game, food, confectionery, desserts, baked goods, delicatessen products, fruit, flowers, coffee, tea, cocoa, sugar, rice, beers, mineral waters, aerated waters and other non-alcoholic drinks, alcoholic beverages, matches, tobacco; retail services and online retail services relating to interactive touch screen terminals, selfie sticks [hand-held monopods], smart rings, smartphones, smartwatches, automobile accessories, automobile parts, vehicles, fuels, building materials, metal hardware, electronic components, recorded content; business management of retail outlets; arranging subscriptions to telecommunications for others; compilation and systemisation of information into computer databases; compilation of statistics; cost price analysis; arranging of competitions for advertising purposes; recruitment services; employment recruitment; employment consultancy; employment agencies; providing employment information; providing employment information in connection with youth programme schemes; commercial administration of the licensing of the goods and services of others; commercial information and advice for consumers [consumer advice shop]; opinion polling; personnel recruitment; price comparison services; procurement services for others [purchasing goods and services for other businesses]; rental of advertising space; rental of advertising time on communication media; sales promotion for others; sponsorship search; negotiation of business contracts for others; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; financial information and advice relating to tariffs; information and advice relating to finance and insurance; financial payment services; payment processing services; electronic payment services; automated payment services; payment collection agencies; processing of payment transactions via the Internet; money transfer services; electronic funds transfer services; bill payment services; Internet banking; mobile phone banking services; issuing of vouchers and coupons; issuing tokens of value, namely gift cards; issuing of tokens of value in relation to customer loyalty schemes; sponsorship of sports, sports teams and sports events; insurance administration; insurance for telecommunication apparatus and instruments; insurance for mobile telecommunication apparatus and instruments; insurance for digital apparatus and instruments; insurance for digital tablets; insurance for computer software and hardware; travel insurance; vehicle insurance; home insurance; charitable fund raising; credit card services; debit card services; debt collection agencies; financial sponsorship; repair costs evaluation [financial appraisal]; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network; all of the aforementioned not in relation to angling.

Class 38

Telecommunications; cable television broadcasting; cellular telephone communication; communications by computer terminals; communications by fiber [fibre] optic networks; communications by telephone; computer aided transmission of messages and images; electronic bulletin board services [telecommunications services]; electronic mail; facsimile transmission; information about telecommunication; message sending; paging services [radio, telephone or other means of electronic communication]; providing access to databases; providing internet chatrooms; providing telecommunication channels for teleshopping services; providing telecommunications connections to a global computer network; providing user access to global computer networks; radio broadcasting; rental of access time to global computer networks; rental of message sending apparatus; rental of modems; rental of telecommunication equipment; rental of telephones; satellite transmission;

telecommunications routing and junction services; teleconferencing services; telegraph services; telephone services; television broadcasting; telex services; transmission of digital files; transmission of greeting cards online; transmission of telegrams; voice mail services; wire service; wireless broadcasting; telecommunications services; mobile telecommunications services; telecommunications portal services; access to content, websites and portals; providing access to platforms and portals on the Internet; provision of access to content, websites and portals; telecommunication services provided via platforms and portals on the Internet and other media; mobile telecommunications network services; fixed line telecommunication services; provision of broadband telecommunications access; broadband services; wireless communication services; digital communication services; broadcasting services; television broadcasting services; broadcasting services relating to Internet protocol TV; provision of access to Internet protocol TV; Internet access services; email and text messaging services; telecommunications information provided via telecommunication networks; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; communications services for accessing a database; leasing of access time to a computer database; providing access to computer databases; rental of access time to a computer database; operation of a network, being telecommunication services; providing electronic bulletin board services; providing access to weblogs; providing access to podcasts; chatroom services for social networking; providing online forums; forums for social networking; providing electronic telecommunication connections; routing and connecting services for telecommunications; rental of telecommunications equipment; providing access to computer databases in the fields of social networking, social introduction and dating; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 41 (relying on this class under 5(2)(a))

Education; providing of training; entertainment; sporting and cultural activities; academies [education]; amusement parks; amusements; arranging and conducting of colloquiums; arranging and conducting of concerts; arranging and conducting of

conferences; arranging and conducting of congresses; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; arranging of beauty contests; booking of seats for shows; cinema presentations; club services [entertainment or education]; coaching [training]; discotheque services; education information; educational examination; electronic desktop publishing; entertainer services; entertainment information; organisation of fashion shows for entertainment purposes; film production, other than advertising films; gambling; game services provided on-line from a computer network; games equipment rental; health club services [health and fitness training]; holiday camp services [entertainment]; music-halls; news reporters services; organization of shows [impresario services]; organization of sports competitions; party planning [entertainment]; personal trainer services [fitness training]; physical education; practical training [demonstration]; production of music; production of radio and television programmes; production of shows; providing amusement arcade services; providing karaoke services; providing on-line electronic publications, not downloadable; providing sports facilities; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; radio entertainment; recording studio services; providing recreation facilities; sport camp services; subtitling; television entertainment; theatre productions; ticket agency services [entertainment]; timing of sports events; tuition; interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks; education, training, entertainment, sporting and cultural activities information provided by means of telecommunication networks; provision of news information; television production services; television programming services; television production and television programming services provided by means of Internet protocol technology; provision of musical events; entertainment club services; discotheque services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and cultural events; ticket information services for entertainment, sporting and cultural events; ticket agency services for entertainment, sporting and cultural events; provision of on-line computer games; rental of computer games programs; computer amusement services; provision of information, news and commentary in the field of computer games; arranging, organising and conducting computer game competitions;

publishing services; providing on-line electronic publications, not downloadable; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; arranging, organising and conducting of competitions, games and quizzes; arranging, organising and conducting of competitions, games and quizzes for entertainment, recreational, cultural and educational purposes; organisation of awards; conducting of phone-in competitions; booking agency services connected with the issuing of tickets for entertainment events; employment training; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network; all of the aforementioned not in relation to angling.

Class 43 (relying on this class under 5(1) and 5(2)(a))

Services for providing food and drink; temporary accommodation; provision of food and drink for consumption both on and off premises; bar services; wine bars; brasserie services; cafeteria services; canteen services; café services; food and drink catering; self-service restaurants; snack-bar services; delicatessens [restaurants]; fast food services; food preparation services; restaurant services; restaurants; cocktail lounge services; rental of chairs, tables, table linen, glassware, cooking apparatus, meeting rooms, temporary accommodation; hotels; snack-bars; tea room services; banqueting services; provision of venues for parties, balls, weddings and events; boarding house services; rental of temporary accommodation; crèche services; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 44

Medical services; veterinary services: hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; healthcare services; medical assistance; massage services; health spa services; health counselling; therapy services; palliative care; gardening services; flower arranging; hairdressing; beauty salons; information and advisory services relating to the aforesaid services;

information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 45

Legal services; security services for the physical protection of tangible property and individuals; security services for the protection of property and individuals; management and use of copyright; arbitration services; baby sitting; baggage inspection for security purposes; chaperoning and escorting in society [chaperoning]; clothing rental; copyright management; dating services; guards; intellectual property consultancy; legal research; licensing of intellectual property; licensing of computer software [legal services]; introduction and social networking services; on-line social networking services; social introduction, networking and dating services; dating services provided through social networking; providing information in the field of personal relationships; preparation of personality profiles for dating purposes; security services; security guard services; security marking of goods; security assessment of risks; monitoring of security systems; public events security services; rental of security apparatus; security inspection services for others; bodyguard services; leasing of internet domain names; safety, rescue, security and enforcement services; advisory services relating to safety computer licensing; consultancy in the field of data theft and identity theft; consultancy services relating to health and safety; crime prevention advisory services; crime prevention consultancy services; identity verification; information services relating to safety providing background check services; security assessment of risks; security consultancy; security monitoring services; information and advisory services relating to the aforesaid services; surveillance services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

The 466 Mark

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming,

accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; apparatus for the transmission of sound and image; telecommunications apparatus; mobile telecommunication apparatus; mobile telecommunications handsets; digital telecommunication apparatus and instruments; digital tablets; tablet computers; computer hardware; computer application software; computer software downloadable from the Internet; recorded computer software; software applications; mobile software applications, downloadable applications for multimedia devices; computer games; computer game software; computer software applications, downloadable; computer games programs; PDAs (Personal Digital Assistants); pocket PCs; mobile telephones; selfie sticks [hand-held monopods]; smart rings; smartphones; smartwatches; laptop computers; telecommunications network apparatus; drivers software for telecommunications networks and for telecommunications apparatus; protective clothing; protective helmets; televisions; headphones; global positioning system [GPS] apparatus; satellite navigation devices; computer software recorded onto CD Rom; SD-Cards (secure digital cards); glasses; spectacle glasses; sunglasses; protective glasses and cases therefor; contact lenses; cameras; camera lenses; MP3 players; audio tapes, audio cassettes; audio discs; audio-video tapes; audio-video cassettes; audio-video discs; video tapes; video cassettes; video discs; CDs, DVDs; downloadable electronic publications; downloadable image files; downloadable music files; mouse mats; magnets; mobile telephone covers; mobile telephone cases; hands free kits for phones; magnetic cards; encoded cards; mobile phone application software; software for telecommunication; software for the processing of financial transactions; electronic notice boards; electric batteries; battery chargers; security alarms; security cameras; security warning apparatus; security control apparatus; security surveillance apparatus; computer software for security purposes; computer software for insurance purposes; SIM cards; interactive touch screen terminals; aerials; alarms; electric cables; chemistry apparatus and instruments; recorded computer operating programs; computer peripheral devices; data processing apparatus; diagnostic apparatus, not for medical purposes; distance measuring apparatus; distance recording apparatus; downloadable ring tones for mobile phones;

electronic tags for goods; eyepieces; goggles for sports; magnetic identity cards; intercommunication apparatus; loudspeakers; magnetic data media; mathematical instruments; modems; electric monitoring apparatus; television apparatus; testing apparatus not for medical purposes; telecommunication transmitters; software for mobile device management; middleware for management of software functions on electronic devices; computer virus software; computer antivirus software; privacy protection software; parts and fittings for all the aforesaid goods.

Class 37

Building construction; installation, maintenance and repair of telecommunications installations, communications networks, computer networks and data networks; installation, maintenance and repair of telecommunications apparatus and equipment; installation, maintenance and repair of computer hardware; electric appliance installation and repair; machinery installation, maintenance and repair; photographic apparatus repair; telephone installation and repair; vehicle maintenance; vehicle breakdown repair services; aircraft repair; automobile repair; bicycle repair; boiler repair; building repair; car repair; clothing repair; repair of communications network; computer repair; fur care and repair; fur cleaning and repair; furniture repair; house building and repair; leather cleaning and repair; lock repair services; pump repair; refrigerator repair services; repair information; repair of automobiles; repair of building equipment; repair of building machines; repair of buildings; repair of clothing; repair of computers; repair of construction equipment; repair of cooking apparatus; repair of drying apparatus; repair of electrical equipment; repair of electronic apparatus; repair of furniture; repair of hand tools; repair of heating apparatus; repair of industrial machinery; repair of jewellery; repair of land vehicles; repair of lifts; repair of locks; repair of luggage; repair of medical devices; repair of plumbing; repair of pumps; repair of refrigerating apparatus; repair of roofing; repair of security locks; repair of sports equipment; repair of television apparatus; repair of upholstery; repair of vacuum cleaners; roofing repair; shoe repair; window repair; clock installation; electrical installation services; installation of audiovisual equipment; installation of bathing apparatus; installation of carpets; installation of communication equipment; installation of cooking appliances; installation of drying apparatus; installation of electrical wiring; installation of elevators; installation of engines; installation of fire alarms; installation of floor tiles; installation of furniture; installation of heating apparatus; installation of

kitchen appliances; installation of lighting apparatus; installation of plumbing; installation of refrigerating apparatus; installation of roofing; installation of satellite dishes; installation of security systems; installation of security alarms; maintenance and service of security alarms; maintenance and service of security systems; installation of telephone equipment; installation of ventilating apparatus; installation of windows; installing floor tiles; advisory services relating to the installation of communication equipment; advisory services relating to the installation of telephone equipment; advisory services relating to the maintenance and repair of mechanical and electrical equipment; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services provided over a telecommunications network.

Class 38

Telecommunications; cable television broadcasting; cellular telephone communication; communications by computer terminals; communications by fiber [fibre] optic networks; communications by telephone; computer aided transmission of messages and images; electronic bulletin board services [telecommunications services]; electronic mail; facsimile transmission; information about telecommunication; message sending; paging services [radio, telephone or other means of electronic communication]; providing access to databases; providing internet chatrooms; providing telecommunication channels for teleshopping services; providing telecommunications connections to a global computer network; providing user access to global computer networks; radio broadcasting; rental of access time to global computer networks; rental of message sending apparatus; rental of modems; rental of telecommunication equipment; rental of telephones; satellite transmission; telecommunications routing and junction services; teleconferencing services; telegraph services; telephone services; television broadcasting; telex services; transmission of digital files; transmission of greeting cards online; transmission of telegrams; voice mail services; wire service; wireless broadcasting; telecommunications services; mobile telecommunications services; telecommunications portal services; access to content, websites and portals; providing access to platforms and portals on the Internet; provision of access to content, websites and portals; telecommunication services provided via platforms and portals

on the Internet and other media; mobile telecommunications network services; fixed line telecommunication services; provision of broadband telecommunications access; broadband services; wireless communication services; digital communication services; broadcasting services; television broadcasting services; broadcasting services relating to Internet protocol TV; provision of access to Internet protocol TV; Internet access services; email and text messaging services; telecommunications information provided via telecommunication networks; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; communications services for accessing a database; leasing of access time to a computer database; providing access to computer databases; rental of access time to a computer database; operation of a network, being telecommunication services; providing electronic bulletin board services; providing access to weblogs; providing access to podcasts; chatroom services for social networking; providing online forums; forums for social networking; providing electronic telecommunication connections; routing and connecting services for telecommunications; rental of telecommunications equipment; providing access to computer databases in the fields of social networking, social introduction and dating; information, consultancy and advisory services relating to telecommunications services; information, consultancy and advisory services relating to electronic communications services; advisory services relating to communications equipment; advisory and consultancy services relating to wireless communications and wireless communications equipment; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 41

Entertainment; sporting activities; academies [education]; amusement parks; amusements; arranging and conducting of colloquiums; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; arranging of beauty contests; booking of seats for shows; cinema presentations; club services [entertainment or education]; discotheque services; electronic desktop publishing;

entertainer services; entertainment information; organisation of fashion shows for entertainment purposes; film production, other than advertising films; gambling; game services provided on-line from a computer network; games equipment rental; health club services [health and fitness training]; holiday camp services [entertainment]; music-halls; news reporters services; organization of shows [impresario services]; organization of sports competitions; party planning [entertainment]; personal trainer services [fitness training]; physical education; practical training [demonstration]; production of music; production of radio and television programmes; production of shows; providing amusement arcade services; providing karaoke services; providing on-line electronic publications, not downloadable; providing sports facilities; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; radio entertainment; recording studio services; providing recreation facilities; sport camp services; subtitling; television entertainment; theatre productions; ticket agency services [entertainment]; timing of sports events; interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks; provision of news information; television production services; television programming services; television production and television programming services provided by means of Internet protocol technology; provision of musical events; entertainment club services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and events; ticket information services for entertainment, sporting; ticket agency services for entertainment, sporting events; provision of on-line computer games; rental of computer games programs; computer amusement services; provision of information, news and commentary in the field of computer games; arranging, organising and conducting computer game competitions; publishing services; arranging, organising and conducting of competitions, games and quizzes; organisation of awards; conducting of phone-in competitions; booking agency services connected with the issuing of tickets for entertainment events; employment training; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

The 772 Mark

Class 35

Retail services and online retail services connected with scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments, apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, automatic vending machines and mechanisms for coin operated apparatus, cash registers, calculating machines, data processing equipment and computers, fire-extinguishing apparatus, apparatus for the transmission of sound and image, telecommunications apparatus, mobile telecommunication apparatus, mobile telecommunications handsets, computer hardware, PDAs (Personal Digital Assistants), pocket PCs, mobile telephones, laptop computers, telecommunications network apparatus, drivers software for telecommunications networks and for telecommunications apparatus, protective clothing, protective helmets, televisions, headphones, GPS navigation devices, computer software recorded onto CD Rom, SD-Cards (secure digital cards), glasses, spectacle glasses, sunglasses, protective glasses and cases therefor, contact lenses, cameras, camera lenses, MP3 players, audio tapes, audio cassettes, audio discs, audio-video tapes, audio-video cassettes, audio-video discs, video tapes, video cassettes, video discs, CDs, DVDs, electronic publications (downloadable), mouse mats, magnets, mobile telephone covers, mobile telephone cases, magnetic cards, encoded cards, printed matter, books, magazines, paper, stationery, clothing, footwear, headgear, household or kitchen utensils and containers, jewellery, precious stones, horological and chronometric instruments, musical instruments, apparatus for lighting, textiles and textile goods, leather and imitations of leather, handbags, rucksacks, purses, bags and sports bags, travel bags, backpacks, duffel bags, boot bags, holdalls, wallets, purses, credit card holders, games and playthings, gymnastic and sporting articles, meat, fish, poultry, game, coffee, tea, cocoa, sugar, rice, beers, mineral waters, aerated waters and other non-alcoholic drinks, alcoholic beverages, matches; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating

to the aforesaid services provided over a telecommunications network; none of the aforementioned services in the field of reselling domains.

Class 36

Insurance; Financial affairs; Monetary affairs; Real estate affairs; Charitable fund raising; Debit card services; Financial consultancy; Financial information; Financial management; Financial sponsorship; Financing services; Funds transfer (Electronic -); Issue of tokens of value; Financial information and advice relating to tariffs; information and advice relating to finance and insurance; financial payment services; payment processing services; electronic payment services; automated payment services; payment collection agencies; processing of payment transactions via the Internet; money transfer services; electronic funds transfer services; bill payment services; issuing of tokens of value relating to customer loyalty schemes; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 37

Repair; installation services; installation, maintenance and repair of telecommunications apparatus and equipment; installation, maintenance and repair communications networks, computer networks and data networks; installation, maintenance and repair of computer hardware; installation, maintenance and repair of computers and computer peripherals; computer and telephone battery recharge services; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 38

Telecommunications; Cellular telephone communication; Communications by computer terminals; Communications by fiber [fibre] optic networks; Communications by telephone; Computer aided transmission of messages and images; Electronic bulletin board services [telecommunications services]; Electronic mail; Information

about telecommunication; Message sending; Paging services [radio, telephone or other means of electronic communication]; Providing internet chatrooms; Providing telecommunications connections to a global computer network; Providing user access to global computer networks; Rental of facsimile apparatus; Rental of message sending apparatus; Rental of modems; Rental of telecommunication equipment; Rental of telephones; Satellite transmission; Teleconferencing services; Telephone services; Transmission of digital files; Voice mail services; Telecommunications services; mobile telecommunications services; telecommunications portal services; Internet portal services; mobile telecommunications network services; fixed line telecommunication services; provision of broadband telecommunications access; broadband services; broadcasting services; television broadcasting services; broadcasting services relating to Internet protocol TV; provision of access to Internet protocol TV; Internet access services; email and text messaging services; information services provided by means of telecommunication networks relating to telecommunications; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; communications services for accessing a database, leasing of access time to a computer database, providing access to computer databases, rental of access time to a computer database; operation of a network, being telecommunication services; the provision of discussion forums; operating web logs [blogs]; operating message boards; webcasting; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network; none of the aforementioned services in the field of Linux Web Hosting, Web Hosting Windows.

Class 41

Education; Providing of training; Entertainment; Sporting and cultural activities; Arranging and conducting of colloquiums; Arranging and conducting of conferences, congresses, seminars, symposiums and workshops; Booking of seats for shows; Coaching [training]; Entertainment information; Film production, other than advertising films; Organization of competitions [education or entertainment]; Organisation of exhibitions for cultural or educational purposes; Organisation of shows [impresario services]; Organization of sports competitions; Practical training [demonstration];

Production of music; Production of radio and television programmes; Production of shows; Publication of books; Publication of electronic books and journals on-line; Publication of texts, other than publicity texts; Radio entertainment; Recording studio services; Recreation facilities (Providing -); Recreation information; Rental of audio equipment; Rental of sound recordings; Rental of video cassette recorders; Rental of videotapes; Tuition relating to telecommunications apparatus and instruments; Interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks; information services relating to education, training, entertainment, sporting and cultural activities provided by means of telecommunication networks; provision of news information; television production services, television programming services; television production and television programming services provided by means of Internet protocol technology; provision of entertainment by means of television and Internet protocol television; provision of musical events; entertainment club services; discotheque services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and cultural events; ticket information services for entertainment, sporting and cultural events; ticket agency services; provision of education, instruction, tuition and training; production, presentation and distribution of audio, video, still and moving images and data; publishing services (including electronic publishing services); non-downloadable electronic publications; arranging and conducting of courses, seminars and workshops; arranging and conducting of courses, seminars and workshops in relation business start-ups; personal development and leadership training services; mentoring services; provision of education, instruction, tuition and training provided on-line from a computer database or the Internet; production, presentation and distribution of audio, video, still and moving images and data provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 42

Scientific and technological services and research and design relating thereto; Industrial analysis and research services; Computer rental; Computer virus protection services; Construction drafting; Consultancy in the design and development of computer hardware; Providing search engines for the internet; Rental of web servers; Research and development for others; Technical research; IT services; computer rental; rental of computer hardware; conversion of data or documents from physical to electronic media; creating and maintaining websites for others; data conversion of computer programs and data (not physical conversion); hosting computer sites (web sites); services of engineers; expert advice and expert opinion relating to technology; rental of data processing apparatus and computers; technical services relating to projection and planning of equipment for telecommunications; services of information brokers and providers, namely product research for others; weather forecasting; research in the field of telecommunication technology; monitoring of network systems in the field of telecommunications; technical support services relating to telecommunications and apparatus information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided over a telecommunications network; none of the aforementioned services in the field of design and development of a data base to centralize and share know how of organization supported by a technological platform, domain registration services, Linux Reseller Web, Windows Reseller Web and Online Store services.

The 288 Mark

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; apparatus for the transmission of sound and image; telecommunications apparatus; mobile telecommunication apparatus; mobile telecommunications handsets; digital telecommunication apparatus and instruments; digital tablets; tablet computers;

computer hardware; computer application software; computer software downloadable from the Internet; recorded computer software; software applications; mobile software applications, downloadable applications for multimedia devices; computer games; computer game software; computer software applications, downloadable; computer games programs; PDAs (Personal Digital Assistants); pocket PCs; mobile telephones; selfie sticks [hand-held monopods]; smart rings; smartphones; smartwatches; laptop computers; telecommunications network apparatus; drivers software for telecommunications networks and for telecommunications apparatus; protective clothing; protective helmets; televisions; headphones; global positioning system [GPS] apparatus; satellite navigation devices; computer software recorded onto CD Rom; SD-Cards (secure digital cards); glasses; spectacle glasses; sunglasses; protective glasses and cases therefor; contact lenses; cameras; camera lenses; MP3 players; audio tapes, audio cassettes; audio discs; audio-video tapes; audio-video cassettes; audio-video discs; video tapes; video cassettes; video discs; CDs, DVDs; downloadable electronic publications; downloadable image files; downloadable music files; mouse mats; magnets; mobile telephone covers; mobile telephone cases; hands free kits for phones; magnetic cards; encoded cards; mobile phone application software; software for telecommunication; software for the processing of financial transactions; electronic notice boards; electric batteries; battery chargers; security alarms; security cameras; security warning apparatus; security control apparatus; security surveillance apparatus; computer software for security purposes; computer software for insurance purposes; SIM cards; interactive touch screen terminals; aerials; alarms; electric cables; chemistry apparatus and instruments; recorded computer operating programs; computer peripheral devices; data processing apparatus; diagnostic apparatus, not for medical purposes; distance measuring apparatus; distance recording apparatus; downloadable ring tones for mobile phones; electronic tags for goods; eyepieces; goggles for sports; magnetic identity cards; intercommunication apparatus; loudspeakers; magnetic data media; mathematical instruments; modems; electric monitoring apparatus; television apparatus; testing apparatus not for medical purposes; telecommunication transmitters; software for mobile device management; middleware for management of software functions on electronic devices; computer virus software; computer antivirus software; privacy protection software; parts and fittings for all the aforesaid goods.

Class 35

Advertising; business management; business administration; office functions; organisation, operation and supervision of loyalty and incentive schemes; retail services and online retail services connected with the sale of scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments, apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, apparatus for recording, transmission or reproduction of sound or images; retail services and online retail services connected with the sale of magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment, computers, computer software, fire-extinguishing apparatus, apparatus for the transmission of sound and image, telecommunications apparatus, mobile telecommunication apparatus, mobile telecommunications handsets; retail services and online retail services connected with the sale of digital telecommunication apparatus and instruments, digital tablets, computer hardware, computer application software, computer software downloadable from the Internet, recorded computer software, software applications, mobile software applications, downloadable applications for multimedia devices, computer games, computer game software, computer games programs, PDAs (Personal Digital Assistants); retail services and online retail services connected with the sale of pocket PCs, mobile telephones, laptop computers, telecommunications network apparatus, drivers software for telecommunications networks and for telecommunications apparatus, protective clothing, protective helmets, televisions, headphones, global positioning system [GPS] apparatus, satellite navigation devices, computer software recorded onto CD Rom, SD-Cards (secure digital cards), glasses, spectacle glasses, sunglasses; retail services and online retail services connected with the sale of protective glasses and cases therefor, contact lenses, cameras, camera lenses, MP3 players, audio tapes, audio cassettes, audio discs, audio-video tapes, audio-video cassettes, audio-video discs, video tapes, video cassettes, video discs, CDs, DVDs, downloadable electronic publications, downloadable image files, downloadable music files, mouse mats, magnets, mobile telephone covers, mobile telephone cases; retail services and online retail services connected with the sale of hands free kits for phones, magnetic cards, encoded cards, mobile phone application software, software

for telecommunication, software for the processing of financial transactions, electronic notice boards, electric batteries, battery chargers, security alarms, security cameras, security warning apparatus, security control apparatus, security surveillance apparatus, computer software for security purposes; retail services and online retail services connected with the sale of computer software for insurance purposes, SIM cards, aerials, alarms, electric cables, chemistry apparatus and instruments, recorded computer operating programs, computer peripheral devices, data processing apparatus, diagnostic apparatus, not for medical purposes, distance measuring apparatus, distance recording apparatus, downloadable ring tones for mobile phones, electronic tags for goods; retail services and online retail services connected with the sale of electronic tags for goods, eyepieces, goggles for sports, magnetic identity cards, intercommunication apparatus, loudspeakers, magnetic data media, mathematical instruments, modems, electric monitoring apparatus, television apparatus, testing apparatus not for medical purposes, telecommunication transmitters, paper, cardboard, printed matter, photographs, stationery; retail services and online retail services connected with the sale of office requisites, instructional and teaching material, packaging material, educational equipment, writing implements, writing instruments, writing materials, books, catalogues, cards, instruction manuals, magazines, mail order catalogues, newspapers, pamphlets, periodical publications, calendars, diaries, labels, maps, printed publications, postcards, posters, printed tariffs, printed forms; retail services and online retail services connected with the clothing, footwear, headgear, household or kitchen utensils and containers, cookware, tableware, food cooking equipment, cutlery, cleaning articles, gardening articles, jewellery, horological and chronometric instruments, musical instruments, apparatus for lighting, textiles, household textile articles, furniture, furnishing, bags, luggage, toiletries, cosmetics, pharmaceutical preparations, cleaning preparations; retail services and online retail services connected with the sale of bags, luggage, games and playthings, gymnastic articles, sporting articles, sporting equipment, meat, fish, poultry, game, food, foodstuffs, confectionery, desserts, baked goods, delicatessen products, fruit, flowers, coffee, tea, cocoa, sugar, rice, beers, mineral waters, aerated waters and other non-alcoholic drinks, alcoholic beverages, matches, tobacco; retail services and online retail services relating to interactive touch screen terminals, selfie sticks [hand-held monopods], smart rings, smartphones, smartwatches, automobile accessories, automobile parts, vehicles, fuels, building materials, metal hardware,

electronic components, recorded content; business management of retail outlets; arranging subscriptions to telecommunications for others; compilation and systemisation of information into computer databases; compilation of statistics; cost price analysis; arranging of competitions for advertising purposes; recruitment services; employment recruitment; employment consultancy; employment agencies; providing employment information; providing employment information in connection with youth programme schemes; commercial administration of the licensing of the goods and services of others; commercial information and advice for consumers [consumer advice shop]; opinion polling; personnel recruitment; price comparison services; procurement services for others [purchasing goods and services for other businesses]; rental of advertising space; rental of advertising time on communication media; sales promotion for others; sponsorship search; negotiation of business contracts for others; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; financial information and advice relating to tariffs; information and advice relating to finance and insurance; financial payment services; payment processing services; electronic payment services; automated payment services; payment collection agencies; processing of payment transactions via the Internet; money transfer services; electronic funds transfer services; bill payment services; Internet banking; mobile phone banking services; issuing of phone card services; issuing of vouchers and coupons; issuing tokens of value, namely gift cards; issuing of tokens of value in relation to customer loyalty schemes; sponsorship of sports, sports teams and sports events; insurance administration; insurance for telecommunication apparatus and instruments; insurance for mobile telecommunication apparatus and instruments; insurance for digital apparatus and instruments; insurance for digital tablets; insurance for computer software and hardware; travel insurance; vehicle insurance; home insurance; charitable fund raising; credit card services; debit card services; debt collection agencies; financial sponsorship; repair costs evaluation [financial appraisal]; building leasing; financial evaluation [insurance, banking, real estate]; housing agents; real

estate management services relating to office premises; leasing of offices; property leasing; leasing of shopping premises; leasing of real estate; leasing of office space; real estate agencies; real estate appraisal; real estate management; rent collection; rental of offices [real estate]; renting of flats; stamp appraisal; financial leasing; property and building management services; estate management; financial leasing of mobile phones, computers and tablet computers; hire purchase financing; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 37

Building construction; installation, maintenance and repair of telecommunications installations, communications networks, computer networks and data networks; installation, maintenance and repair of telecommunications apparatus and equipment; installation, maintenance and repair of computer hardware; electric appliance installation and repair; machinery installation, maintenance and repair; photographic apparatus repair; telephone installation and repair; vehicle maintenance; vehicle breakdown repair services; aircraft repair; repair, namely, locksmithing [repair], office machine repair, radio repair, repair of alarms, repair of bags, repair of cameras, repair of facsimile machines, repair of footwear, repair of lighting apparatus, repair of machines, repair of optical instruments, repair of radio equipment, repair of sanitary installations, repair of spectacles, repair of surgical apparatus, repair of telephone apparatus, repair of tools, repair of toys or dolls, repair of ventilating apparatus, tyre repair; automobile repair; bicycle repair; boiler repair; building repair; car repair; clothing repair; repair of communications network; computer repair; fur care and repair; fur cleaning and repair; furniture repair; house building and repair; leather cleaning and repair; lock repair services; pump repair; refrigerator repair services; repair information; repair of automobiles; repair of building equipment; repair of building machines; repair of buildings; repair of clothing; repair of computers; repair of construction equipment; repair of cooking apparatus; repair of drying apparatus; repair of electrical equipment; repair of electronic apparatus; repair of furniture; repair of hand tools; repair of heating apparatus; repair of industrial machinery; repair of jewellery; repair of land vehicles; repair of lifts; repair of locks; repair of luggage; repair of medical

devices; repair of plumbing; repair of pumps; repair of refrigerating apparatus; repair of roofing; repair of security locks; repair of sports equipment; repair of television apparatus; repair of upholstery; repair of vacuum cleaners; roofing repair; shoe repair; window repair; clock installation; electrical installation services; installation of audiovisual equipment; installation of bathing apparatus; installation of carpets; installation of communication equipment; installation of cooking appliances; installation of drying apparatus; installation of electrical wiring; installation of elevators; installation of engines; installation of fire alarms; installation of floor tiles; installation of furniture; installation of heating apparatus; installation of kitchen appliances; installation of lighting apparatus; installation of plumbing; installation of refrigerating apparatus; installation of roofing; installation of satellite dishes; installation of security systems; installation of security alarms; maintenance and service of security alarms; maintenance and service of security systems; installation of telephone equipment; installation of ventilating apparatus; installation of windows; installing floor tiles; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 38

Telecommunications; cable television broadcasting; cellular telephone communication; communications by computer terminals; communications by fiber [fibre] optic networks; communications by telephone; computer aided transmission of messages and images; electronic bulletin board services [telecommunications services]; electronic mail; facsimile transmission; information about telecommunication; message sending; paging services [radio, telephone or other means of electronic communication]; providing access to databases; providing internet chatrooms; providing telecommunication channels for teleshopping services; providing telecommunications connections to a global computer network; providing user access to global computer networks; radio broadcasting; rental of access time to global computer networks; rental of message sending apparatus; rental of modems; rental of telecommunication equipment; rental of telephones; satellite transmission; telecommunications routing and junction services; teleconferencing services; telegraph services; telephone services; television broadcasting; telex services;

transmission of digital files; transmission of greeting cards online; transmission of telegrams; voice mail services; wire service; wireless broadcasting; telecommunications services; mobile telecommunications services; telecommunications portal services; access to content, websites and portals; providing access to platforms and portals on the Internet; provision of access to content, websites and portals; telecommunication services provided via platforms and portals on the Internet and other media; mobile telecommunications network services; fixed line telecommunication services; provision of broadband telecommunications access; broadband services; wireless communication services; digital communication services; broadcasting services; television broadcasting services; broadcasting services relating to Internet protocol TV; provision of access to Internet protocol TV; Internet access services; email and text messaging services; telecommunications information provided via telecommunication networks; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; communications services for accessing a database; leasing of access time to a computer database; providing access to computer databases; rental of access time to a computer database; operation of a network, being telecommunication services; providing electronic bulletin board services; providing access to weblogs; providing access to podcasts; chatroom services for social networking; providing online forums; forums for social networking; providing electronic telecommunication connections; routing and connecting services for telecommunications; rental of telecommunications equipment; providing access to computer databases in the fields of social networking, social introduction and dating; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; academies [education]; amusement parks; amusements; arranging and conducting of colloquiums; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of

workshops [training]; arranging of beauty contests; booking of seats for shows; cinema presentations; club services [entertainment or education]; coaching [training]; discotheque services; education information; educational examination; electronic desktop publishing; entertainer services; entertainment information; organisation of fashion shows for entertainment purposes; film production, other than advertising films; gambling; game services provided on-line from a computer network; games equipment rental; health club services [health and fitness training]; holiday camp services [entertainment]; music-halls; news reporters services; organization of shows [impresario services]; organization of sports competitions; party planning [entertainment]; personal trainer services [fitness training]; physical education; practical training [demonstration]; production of music; production of radio and television programmes; production of shows; providing amusement arcade services; providing karaoke services; providing on-line electronic publications, not downloadable; providing sports facilities; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; radio entertainment; recording studio services; providing recreation facilities; sport camp services; subtitling; television entertainment; theatre productions; ticket agency services [entertainment]; timing of sports events; tuition; interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks; education, training, entertainment, sporting and cultural activities information provided by means of telecommunication networks; provision of news information; television production services; television programming services; television production and television programming services provided by means of Internet protocol technology; provision of musical events; entertainment club services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and cultural events; ticket information services for entertainment, sporting and cultural events; ticket agency services for entertainment, sporting and cultural events; provision of on-line computer games; rental of computer games programs; computer amusement services; provision of information, news and commentary in the field of computer games; arranging, organising and conducting computer game competitions; publishing services; arranging, organising and conducting of competitions, games and quizzes; arranging, organising and conducting of competitions, games and quizzes for entertainment,

recreational, cultural and educational purposes; organisation of awards; conducting of phone-in competitions; booking agency services connected with the issuing of tickets for entertainment events; employment training; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 42

Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; calibration [measuring]; cloud seeding; computer programming; computer rental; computer software consultancy; computer software design; updating of computer software; computer system analysis; computer system design; construction drafting; consultancy in the design and development of computer hardware; consultancy in the field of energy-saving; conversion of data or documents from physical to electronic media; creating and maintaining web sites for others; data conversion of computer programs and data [not physical conversion]; digitization of documents [scanning]; duplication of computer programs; engineering; hosting computer sites [web sites]; industrial design; installation of computer software; scientific laboratory services; land surveying; maintenance of computer software; material testing; mechanical research; monitoring of computer systems by remote access; packaging design; technical project studies; providing search engines for the internet; provision of scientific information, advice and consultancy in relation to carbon offsetting; quality control; recovery of computer data; rental of computer software; rental of web servers; research and development for others; surveying; technical research; it services; computer programming services; programming of data processing equipment; consultancy in the field of computer hardware; rental of computer hardware; application service provider (ASP); consultancy in the field of computer software; creating and maintaining blogs for others; expert advice and expert opinion relating to technology; rental of data processing apparatus and computers; technical services relating to projection and planning of equipment for telecommunications; product research services; weather forecasting; research in the field of telecommunication technology; monitoring of network systems in the field of

telecommunications; technical support services relating to telecommunications and apparatus; data security services; data security services [firewalls]; research relating to security; computer security system monitoring services; maintenance of computer software relating to computer security and prevention of computer risks; updating of computer software relating to computer security and prevention of computer risks; IT security, protection and restoration; internet security consultancy; programming of internet security programs; professional consultancy relating to computer security; consultancy in the field of security software; computer security threat analysis for protecting data; design and development of electronic data security systems; design and development of internet data security systems; computer virus protection services; unlocking of mobile phones; hosting of web portals; web portal design; software as a service [SAAS] services; consulting services in the field of software as a service [SaaS]; platform as a Service [PaaS]; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 43

Services for providing food and drink; temporary accommodation; provision of food and drink for consumption both on and off premises; bar services; wine bars; brasserie services; cafeteria services; canteen services; café services; food and drink catering; self-service restaurants; snack-bar services; delicatessens [restaurants]; fast food services; food preparation services; restaurant services; restaurants; cocktail lounge services; rental of chairs, tables, table linen, glassware, cooking apparatus, meeting rooms, temporary accommodation; hotels; snack-bars; tea room services; banqueting services; provision of venues for parties, balls, weddings and events; boarding house services; rental of temporary accommodation; crèche services; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 44

Medical services; veterinary services: hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; healthcare services; medical assistance; massage services; health spa services; health counselling; therapy services; palliative care; gardening services; flower arranging; hairdressing; beauty salons; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 45

Legal services; security services for the physical protection of tangible property and individuals; security services for the protection of property and individuals; management and use of copyright; arbitration services; baby sitting; baggage inspection for security purposes; chaperoning and escorting in society [chaperoning]; clothing rental; copyright management; dating services; guards; intellectual property consultancy; legal research; licensing of intellectual property; licensing of computer software [legal services]; introduction and social networking services; on-line social networking services; social introduction, networking and dating services; dating services provided through social networking; providing information in the field of personal relationships; preparation of personality profiles; security services; security guard services; security marking of goods; security assessment of risks; monitoring of security systems; public events security services; rental of security apparatus; security inspection services for others; bodyguard services; leasing of internet domain names; safety, rescue, security and enforcement services; advisory services relating to safety computer licensing; consultancy in the field of data theft and identity theft; consultancy services relating to health and safety; crime prevention advisory services; crime prevention consultancy services; identity verification; information services relating to safety providing background check services; security consultancy; security monitoring services; information and advisory services relating to the aforesaid services; surveillance services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

The 011 Mark

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; apparatus for the transmission of sound and image; telecommunications apparatus; mobile telecommunication apparatus; mobile telecommunications handsets; digital telecommunication apparatus and instruments; digital tablets; computer hardware; computer application software; computer software downloadable from the Internet; recorded computer software; software applications; mobile software applications, downloadable applications for multimedia devices; computer games; computer game software; computer games programs; PDAs (Personal Digital Assistants); pocket PCs; mobile telephones; laptop computers; telecommunications network apparatus; drivers software for telecommunications networks and for telecommunications apparatus; protective clothing; protective helmets; televisions; headphones; global positioning system [GPS] apparatus; satellite navigation devices; computer software recorded onto CD Rom; SD-Cards (secure digital cards); glasses; spectacle glasses; sunglasses; protective glasses and cases therefor; contact lenses; cameras; camera lenses; MP3 players; audio tapes, audio cassettes; audio discs; audio-video tapes; audio-video cassettes; audio-video discs; video tapes; video cassettes; video discs; CDs, DVDs; downloadable electronic publications; downloadable image files; downloadable music files; mouse mats; magnets; mobile telephone covers; mobile telephone cases; hands free kits for phones; magnetic cards; encoded cards; mobile phone application software; software for telecommunication; software for the processing of financial transactions; electronic notice boards; electric batteries; battery chargers; security alarms; security cameras; security warning apparatus; security control apparatus; security surveillance apparatus; computer software for security purposes; computer software for insurance purposes; SIM cards; aerials; alarms; electric cables; chemistry apparatus and instruments; recorded computer operating

programs; computer peripheral devices; data processing apparatus; diagnostic apparatus, not for medical purposes; distance measuring apparatus; distance recording apparatus; downloadable ring tones for mobile phones; electronic tags for goods; eyepieces; goggles for sports; magnetic identity cards; intercommunication apparatus; loudspeakers; magnetic data media; mathematical instruments; modems; electric monitoring apparatus; television apparatus; testing apparatus not for medical purposes; telecommunication transmitters; parts and fittings for all the aforesaid goods.

Class 35

Advertising; business management; business administration; office functions; organisation, operation and supervision of loyalty and incentive schemes; retail services and online retail services connected with the sale of scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments, apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, apparatus for recording, transmission or reproduction of sound or images; retail services and online retail services connected with the sale of magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment, computers, computer software, fire-extinguishing apparatus, apparatus for the transmission of sound and image, telecommunications apparatus, mobile telecommunication apparatus, mobile telecommunications handsets; retail services and online retail services connected with the sale of digital telecommunication apparatus and instruments, digital tablets, computer hardware, computer application software, computer software downloadable from the Internet, recorded computer software, software applications, mobile software applications, downloadable applications for multimedia devices, computer games, computer game software, computer games programs, PDAs (Personal Digital Assistants); retail services and online retail services connected with the sale of pocket PCs, mobile telephones, laptop computers, telecommunications network apparatus, drivers software for telecommunications networks and for telecommunications apparatus, protective clothing, protective helmets, televisions, headphones, global positioning system [GPS] apparatus, satellite navigation devices, computer software

recorded onto CD Rom, SD-Cards (secure digital cards), glasses, spectacle glasses, sunglasses; retail services and online retail services connected with the sale of protective glasses and cases therefor, contact lenses, cameras, camera lenses, MP3 players, audio tapes, audio cassettes, audio discs, audio-video tapes, audio-video cassettes, audio-video discs, video tapes, video cassettes, video discs, CDs, DVDs, downloadable electronic publications, downloadable image files, downloadable music files, mouse mats, magnets, mobile telephone covers, mobile telephone cases; retail services and online retail services connected with the sale of hands free kits for phones, magnetic cards, encoded cards, mobile phone application software, software for telecommunication, software for the processing of financial transactions, electronic notice boards, electric batteries, battery chargers, security alarms, security cameras, security warning apparatus, security control apparatus, security surveillance apparatus, computer software for security purposes; retail services and online retail services connected with the sale of computer software for insurance purposes, SIM cards, aerials, alarms, electric cables, chemistry apparatus and instruments, recorded computer operating programs, computer peripheral devices, data processing apparatus, diagnostic apparatus, not for medical purposes, distance measuring apparatus, distance recording apparatus, downloadable ring tones for mobile phones, electronic tags for goods; retail services and online retail services connected with the sale of electronic tags for goods, eyepieces, goggles for sports, magnetic identity cards, intercommunication apparatus, loudspeakers, magnetic data media, mathematical instruments, modems, electric monitoring apparatus, television apparatus, testing apparatus not for medical purposes, telecommunication transmitters, paper, cardboard, printed matter, photographs, stationery; retail services and online retail services connected with the sale of office requisites, instructional and teaching material, packaging material, educational equipment, writing implements, writing instruments, writing materials, books, catalogues, cards, instruction manuals, magazines, mail order catalogues, newspapers, pamphlets, periodical publications, calendars, diaries, labels, maps, printed publications, postcards, posters, printed tariffs, printed forms; retail services and online retail services connected with the sale of gift boxes, gift bags, clothing, footwear, headgear, household or kitchen utensils and containers, jewellery, precious stones, horological and chronometric instruments, musical instruments, apparatus for lighting, textiles, household textile articles, leather and imitations of leather, handbags, rucksacks, purses, bags and sports bags, travel

bags, backpacks, duffel bags; retail services and online retail services connected with the sale of boot bags, holdalls, wallets, purses, credit card holders, games and playthings, gymnastic and sporting articles, meat, fish, poultry, game, coffee, tea, cocoa, sugar, rice, beers, mineral waters, aerated waters and other non-alcoholic drinks, alcoholic beverages, matches; retail services and online retail services relating to white goods; arranging subscriptions to telecommunications for others; compilation and systemisation of information into computer databases; compilation of statistics; cost price analysis; arranging of competitions for advertising purposes; recruitment services; employment recruitment; employment consultancy; employment agencies; providing employment information; commercial administration of the licensing of the goods and services of others; commercial information and advice for consumers [consumer advice shop]; opinion polling; personnel recruitment; price comparison services; procurement services for others [purchasing goods and services for other businesses]; rental of advertising space; rental of advertising time on communication media; sales promotion for others; sponsorship search; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; financial information and advice relating to tariffs; information and advice relating to finance and insurance; financial payment services; payment processing services; electronic payment services; automated payment services; payment collection agencies; processing of payment transactions via the Internet; money transfer services; electronic funds transfer services; bill payment services; Internet banking; mobile phone banking services; issuing of vouchers and coupons; issuing tokens of value, namely gift cards; issuing of tokens of value in relation to customer loyalty schemes; sponsorship of sports, sports teams and sports events; insurance administration; insurance for telecommunication apparatus and instruments; insurance for mobile telecommunication apparatus and instruments; insurance for digital apparatus and instruments; insurance for digital tablets; insurance for computer software and hardware; travel insurance; vehicle insurance; home insurance; charitable fund

raising; credit card services; debit card services; debt collection agencies; financial sponsorship; repair costs evaluation [financial appraisal]; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 37

Building construction; installation, maintenance and repair of telecommunications installations, communications networks, computer networks and data networks; installation, maintenance and repair of telecommunications apparatus and equipment; installation, maintenance and repair of computer hardware; electric appliance installation and repair; machinery installation, maintenance and repair; photographic apparatus repair; telephone installation and repair; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 38

Telecommunications; cable television broadcasting; cellular telephone communication; communications by computer terminals; communications by fiber [fibre] optic networks; communications by telephone; computer aided transmission of messages and images; electronic bulletin board services [telecommunications services]; electronic mail; facsimile transmission; information about telecommunication; message sending; paging services [radio, telephone or other means of electronic communication]; providing access to databases; providing internet chatrooms; providing telecommunication channels for teleshopping services; providing telecommunications connections to a global computer network; providing user access to global computer networks; radio broadcasting; rental of access time to global computer networks; rental of message sending apparatus; rental of modems; rental of telecommunication equipment; rental of telephones; satellite transmission; telecommunications routing and junction services; teleconferencing services; telegraph services; telephone services; television broadcasting; telex services;

transmission of digital files; transmission of greeting cards online; transmission of telegrams; voice mail services; wire service; wireless broadcasting; telecommunications services; mobile telecommunications services; telecommunications portal services; Internet portal services; mobile telecommunications network services; fixed line telecommunication services; provision of broadband telecommunications access; broadband services; wireless communication services; digital communication services; broadcasting services; television broadcasting services; broadcasting services relating to Internet protocol TV; provision of access to Internet protocol TV; Internet access services; email and text messaging services; telecommunications information provided via telecommunication networks; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; communications services for accessing a database; leasing of access time to a computer database; providing access to computer databases; rental of access time to a computer database; operation of a network, being telecommunication services; providing electronic bulletin board services; providing access to weblogs; providing access to podcasts; chatroom services for social networking; providing online forums; forums for social networking; providing electronic telecommunication connections; routing and connecting services for telecommunications; rental of telecommunications equipment; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 39

Transport; packaging and storage of goods; travel arrangement; arranging of cruises; arranging of tours; boat transport; booking of seats for travel; bus transport; car parking; car rental; car transport; carting; chauffeur services; courier services [messages or merchandise]; delivery of goods; delivery of goods by mail order; escorting of travellers; flower delivery; message delivery; newspaper delivery; packaging of goods; parcel delivery; parking place rental; passenger transport; pleasure boat transport; portage; rental of storage containers; river transport; sightseeing [tourism]; storage; storage information; storage of goods; physical storage of electronically-stored data or documents; taxi transport; traffic information; transport;

transport of travellers; transport reservation; transportation information; travel reservation; wrapping of goods; provision of information relating to travel, transport, traffic, traffic flows and congestion; issuing of tickets for travel; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; academies [education]; amusement parks; amusements; arranging and conducting of colloquiums; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; arranging of beauty contests; booking of seats for shows; cinema presentations; club services [entertainment or education]; coaching [training]; discotheque services; education information; educational examination; electronic desktop publishing; entertainer services; entertainment information; organisation of fashion shows for entertainment purposes; film production, other than advertising films; gambling; game services provided on-line from a computer network; games equipment rental; health club services [health and fitness training]; holiday camp services [entertainment]; music-halls; news reporters services; organization of shows [impresario services]; organization of sports competitions; party planning [entertainment]; personal trainer services [fitness training]; physical education; practical training [demonstration]; production of music; production of radio and television programmes; production of shows; providing amusement arcade services; providing karaoke services; providing on-line electronic publications, not downloadable; providing sports facilities; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; radio entertainment; recording studio services; providing recreation facilities; sport camp services; subtitling; television entertainment; theatre productions; ticket agency services [entertainment]; timing of sports events; tuition; interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks;

education, training, entertainment, sporting and cultural activities information provided by means of telecommunication networks; provision of news information; television production services; television programming services; television production and television programming services provided by means of Internet protocol technology; provision of musical events; entertainment club services; discotheque services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and cultural events; ticket information services for entertainment, sporting and cultural events; ticket agency services for entertainment, sporting and cultural events; provision of on-line computer games; rental of computer games programs; computer amusement services; provision of information, news and commentary in the field of computer games; arranging, organising and conducting computer game competitions; publishing services; providing on-line electronic publications, not downloadable; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; arranging, organising and conducting of competitions, games and quizzes; arranging, organising and conducting of competitions, games and quizzes for entertainment, recreational, cultural and educational purposes; organisation of awards; conducting of phone-in competitions; booking agency services connected with the issuing of tickets for entertainment events; employment training; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 42

Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; calibration [measuring]; cloud seeding; computer programming; computer rental; computer software consultancy; computer software design; updating of computer software; computer system analysis; computer system design; construction drafting; consultancy in the design and development of computer hardware; consultancy in the field of energy-saving; conversion of data or documents from physical to electronic media; creating and maintaining web sites for others; data conversion of computer programs and data [not physical conversion]; digitization of

documents [scanning]; duplication of computer programs; engineering; hosting computer sites [web sites]; industrial design; installation of computer software; scientific laboratory services; land surveying; maintenance of computer software; material testing; mechanical research; monitoring of computer systems by remote access; packaging design; technical project studies; providing search engines for the internet; provision of scientific information, advice and consultancy in relation to carbon offsetting; quality control; recovery of computer data; rental of computer software; rental of web servers; research and development for others; surveying; technical research; it services; computer programming services; programming of data processing equipment; recovery of computer data; consultancy in the field of computer hardware; rental of computer hardware; application service provider (ASP); consultancy in the field of computer software; creating and maintaining blogs for others; expert advice and expert opinion relating to technology; rental of data processing apparatus and computers; technical services relating to projection and planning of equipment for telecommunications; product research services; weather forecasting; research in the field of telecommunication technology; monitoring of network systems in the field of telecommunications; technical support services relating to telecommunications and apparatus; data security services; data security services [firewalls]; research relating to security; computer security system monitoring services; maintenance of computer software relating to computer security and prevention of computer risks; updating of computer software relating to computer security and prevention of computer risks; computer virus protection services; information and advisory services relating to the aforesaid; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 43

Services for providing food and drink; temporary accommodation; provision of food and drink for consumption both on and off premises; bar services; wine bars; brasserie services; cafeteria; canteens; café services; food and drink catering; self-service restaurants; snack-bars; delicatessens [restaurants]; fast food services; food preparation services; restaurants; cocktail lounge services; rental of chairs, tables, table linen, glassware, cooking apparatus, meeting rooms, temporary

accommodation; hotels; snack-bars; tea room services; banqueting services; provision of venues for parties, balls, weddings and events; crèche service; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 44

Medical services; veterinary services: hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; healthcare services; medical assistance; massage services; health spa services; gardening services; beauty salons; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

Class 45

Legal services; security services for the protection of property and individuals; management and use of copyright; arbitration services; baby sitting; baggage inspection for security purposes; chaperoning and escorting in society [chaperoning]; clothing rental; copyright management; dating services; guards; intellectual property consultancy; legal research; licensing of intellectual property; licensing of computer software [legal services]; introduction and social networking services; on-line social networking services; social introduction, networking and dating services; social networking, social introduction and dating provided by means of computer database; dating services provided through social networking; providing information in the field of personal relationships; preparation of personality profiles; security services; security guard services; security marking of goods; security assessment of risks; monitoring of security systems; public events security services; rental of security apparatus; security inspection services for others; bodyguard services; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.