Chapter:
(p. 546) 14. Trade marks 2: definition of a registrable trade mark, absolute grounds for refusal and invalidation, and revocation

Author(s):
Abbe Brown, Smita Kheria, Jane Cornwell, and Marta Iljadica

DOI: 10.1093/he/9780198799801.003.0014

This chapter examines the definition of a registrable trade mark, absolute grounds for refusal or invalidation of a registered trade mark, the extent to which objections can be overcome through proof of distinctiveness acquired through use and the rules on revocation of a registered trade mark, both at national and EU levels. It examines these issues looking at many different kinds of trade mark, from traditional work marks and logos to so-called ‘non-conventional’ trade marks such as three-dimensional product shapes, sounds, smells, colours, and ‘position’ marks. The chapter reflects evolving legislation at an EU level.
14. Trade marks 2: definition of a registrable trade mark, absolute grounds for refusal and invalidation, and revocation

(particularly the EU’s 2015 trade mark reform package), a rich base of case law, and links to the theoretical debates seen in Chapter 13.

Access to the complete content on Law Trove requires a subscription or purchase. Public users are able to search the site and view the abstracts and keywords for each book and chapter without a subscription.

Please subscribe or login to access full text content.

If you have purchased a print title that contains an access code, please see the information provided with the code or instructions printed within the title for information about how to register your code.

For questions on access or troubleshooting, please check our FAQs, and if you can’t find the answer there, please contact us.