










Registration of Colour Mark without–delineated contour in Japan

Starting from April 1, 2015, new types of trademarks including a "Colour Mark without–delineated contour" have become registrable in Japan. Since then, 7 trademarks have been registered, the details of which are given below.

Colour Mark without–delineated contour trademark registrations (by November 1, 2018)

Trademark	Registration No. Registration Date	Class(es)	Owner
	5930334 March 10, 2017	16	K. K. Tombow Pencil
	5933289 March 17, 2017	35	K. K. Seven-Eleven Japan
	6021307 February 23, 2018	35, 36, 41, 45	Sumitomo Mitsui Financial Group, Inc. (Attorney: Suzuye & Suzuye)
	6021308 February 23, 2018	36	Sumitomo Mitsui Financial Group, Inc. (Attorney: Suzuye & Suzuye)
	6078470 September 7, 2018	16	Mitsubishi Pencil Co., Ltd.
	6078471 September 7, 2018	16	Mitsubishi Pencil Co., Ltd.
	6085064 September 28, 2018	35, 36, 39, 43	FamilyMart Co., Ltd.

Obtaining a trademark registration for Colour Mark without–delineated contour is still a difficult challenge in Japan. At the moment, all of the registered trademarks listed above have two things in common; (1) the trademark consists of two or more colours, and (2) the applicant have proven that the mark is well-known in the Japanese market.

Feel free to contact us if you seek further information or advice.



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