



# ISRAEL TRADEMARKS DEPARTMENT

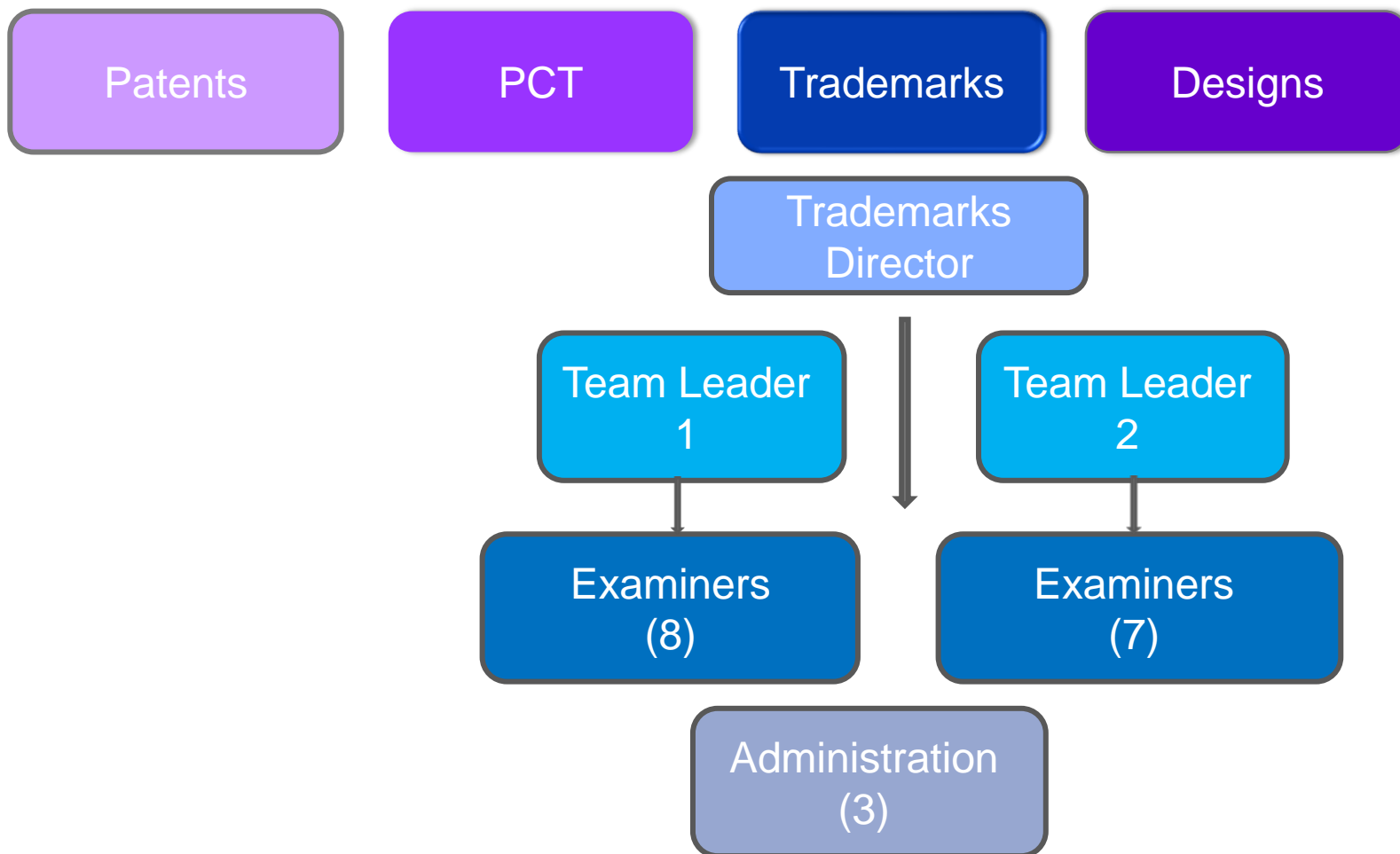
Anat Levy – Head of the Trademarks Department

Sharon Nir Shalom – Trademarks Team Leader



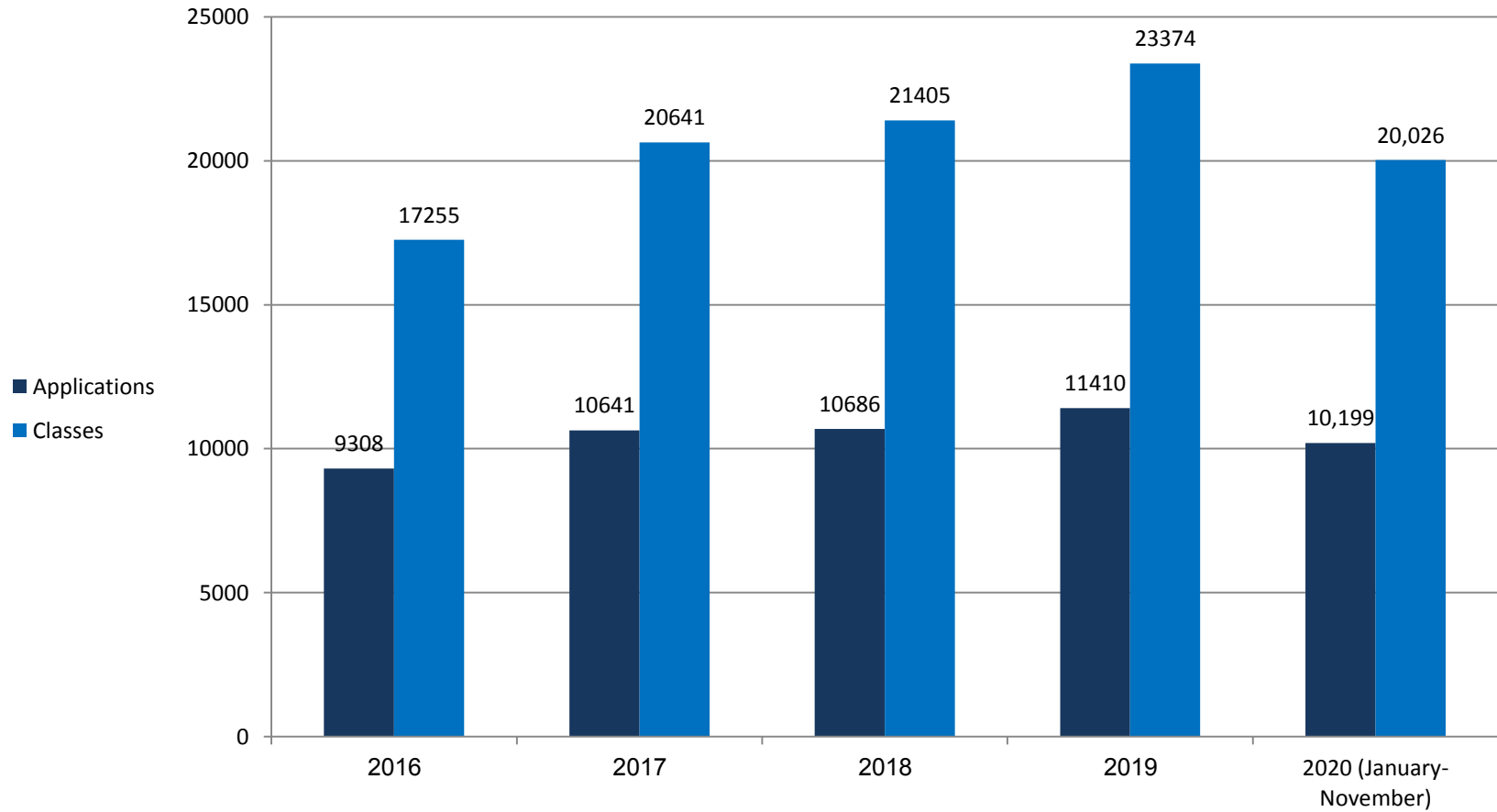


# THE ISRAEL PATENT OFFICE



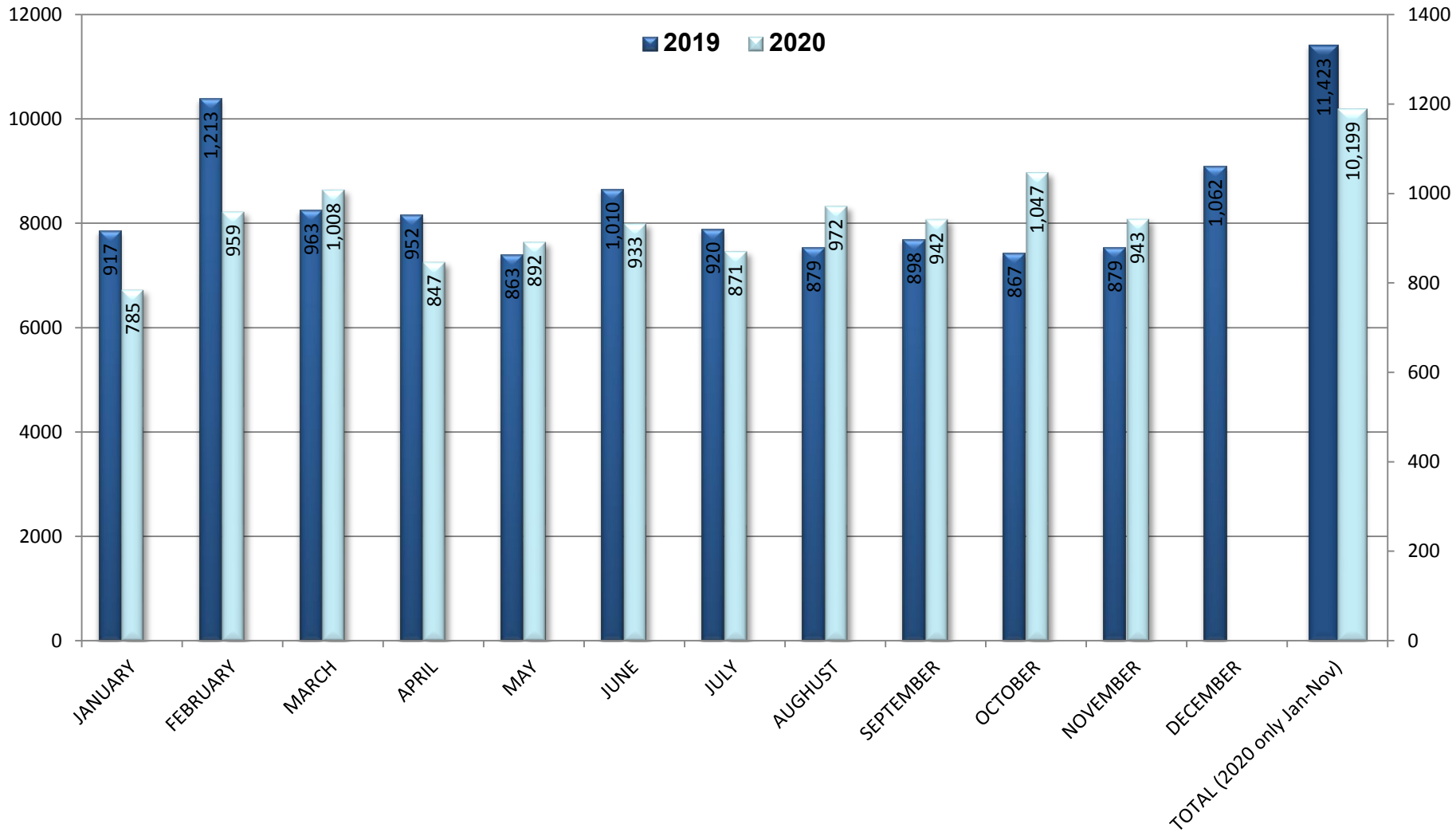


## NEW APPLICATIONS AND CLASSES FILED FOR REGISTRATION





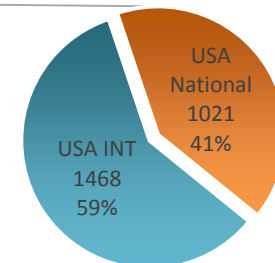
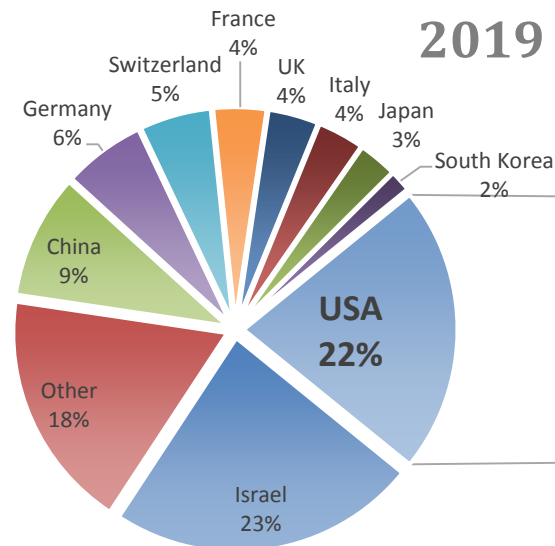
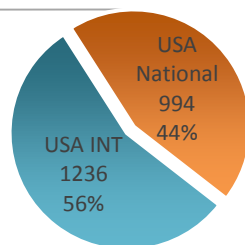
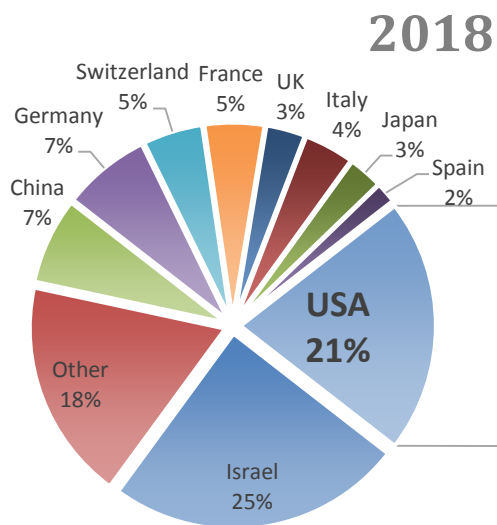
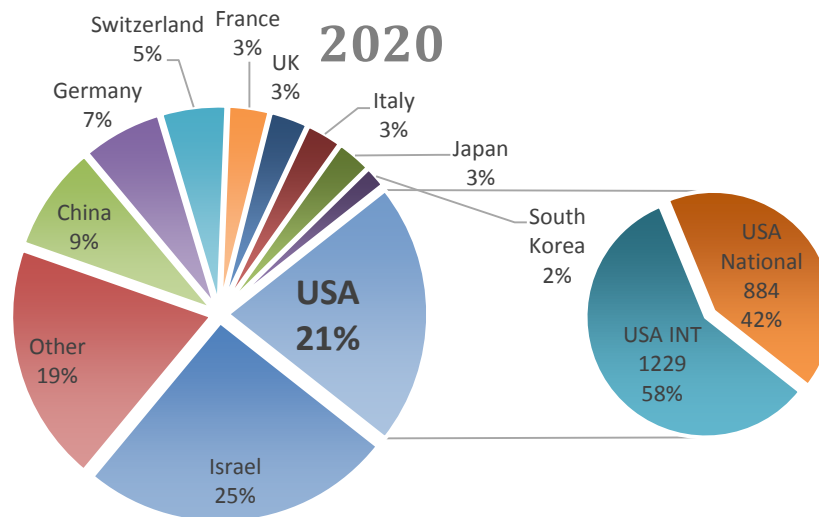
# NEW APPLICATION DURING THE PANDEMIC





# TOP TEN COUNTRIES OF ORIGIN FOR TRADEMARK

## APPLICATIONS IN ISRAEL



## CONDUCTING A SEARCH

### ☐ Independent individual search:

- Israeli Trademarks database →



- Global Brand Database →



- European Database →



### ☐ Search by Trademarks examiners



## FILING PROCEDURE

- Electronic filing
- Trademark DOES'NT have to be in Hebrew characters
- Lack of use may lead to cancellation of the mark
- Local representative
- Third party intervention



## IDENTIFICATION OF GOODS AND SERVICES

It is recommended to avoid broad definitions, for example:

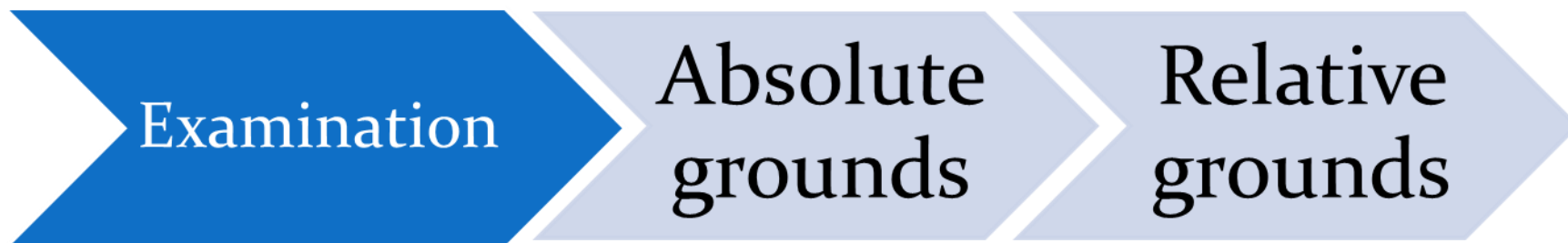
- class headings
- Sale services
- Pharmaceutical preparations
- Medical apparatus and instruments
- Machines
- Software, Software as a service





## SUBSTANTIVE EXAMINATION

Trademark examiners check the legitimacy of the application with accordance to the Israeli Law (Trademarks Ordinance, Trademarks regulation) and work guidelines set by the trademark department.





## RIVAL APPLICATIONS



Article 29 to the Trademarks Ordinance:

“Where separate applications are made by different persons to be registered as proprietors of identical trademarks or those that are similar so as to deceive, in respect of the same goods or description of goods, and the later application was filed before the acceptance of the prior application, the Registrar may refrain from accepting any of the applications until their respective rights have been determined by agreement between them approved by the Registrar. in the absence of such agreement or approval, the Registrar will decide, for reasons which shall be recorded as to which application shall continue to be processed in accordance with this ordinance”



## LETTERS OF CONSENT

Agreements between proprietors will not necessarily justify the registration of identical or similar marks with respect to the same goods or services





# THANK YOU!

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