

Japan Patent Office — Certificate of Trademark Registration (商標登録証)

Registration No. 6247059

Source. This is an English translation of the Japanese document reproduced above: the Certificate of Trademark Registration (商標登録証) issued by the Japan Patent Office for Japanese trademark registration No. 6247059, together with the Notice of Registration of Establishment of the Trademark Right (商標権設定登録通知書) that accompanies it. The Japanese original comprises eight pages: pages 1 to 7 are the certificate itself (page 1 and six continuation sheets, 続葉 1 to 6), and page 8 is the separate notice. Both are translated below and are kept in the order in which they appear in the original.

The form of the certificate is itself bilingual: the Japan Patent Office prints an English label beneath each Japanese field heading. Those printed English labels are reproduced here as they appear on the original; the substantive content — the mark, the owner, the address, the dates and the list of goods and services — is in Japanese and is translated.

Part 1 — Certificate of Trademark Registration, page 1

Field	Value
Registration number (登録番号)	No. 6247059
The mark (商標)	・HAKUHODO・
Owner of the trademark right (商標権者)	5-3-1 Akasaka, Minato-ku, Tokyo — Hakuhodo Inc. (株式会社博報堂)
Application number (出願番号)	2019-042219
Filing date (出願日)	March 25, 2019 (Heisei 31)
Registration date (登録日)	April 21, 2020 (Reiwa 2)

The mark is a device-form word mark: the letters HAKUHODO in bold capitals, flanked by a raised dot on each side.

Certification. “*This is to certify that the trademark is registered on the register of the Japan Patent Office.*” (この商標は、登録するものと確定し、商標原簿に登録されたことを証する。)

Dated April 21, 2020 (Reiwa 2). **Commissioner, Japan Patent Office (特許庁長官) — Akira Matsunaga (松永 明)**, under the seal of the Commissioner of the Japan Patent Office.

List of goods and services (指定商品又は指定役務並びに商品及び役務の区分), page 1

Class 6 — metal materials for building or construction; metal building assembly kits; metal containers for packaging (excluding “metal stoppers and metal lids”) [...]

Page 1 carries the note その他別紙記載 (“the remainder is set out in the attached sheets”). The Class 6 entry breaks off in mid-parenthesis on page 1 and resumes on continuation sheet 1; the two fragments are one item and are set out complete in Part 2 below.

Part 2 — Continuation sheet 1 (続葉 1)

A class number shown in parentheses at the head of a continuation sheet is the Japan Patent Office’s marker that the class carries over from the preceding sheet. The Class 6 entry below is the completion of the entry begun on page 1.

(Class 6, continued) — [...] metal containers for packaging (excluding “metal stoppers and metal **lids**”); nameplates and door nameplates of metal; sculptures of metal.

Class 9 — safety helmets; computer programs for arcade video game machines; photographic machines and apparatus; cinematographic machines and apparatus; optical machines and apparatus; measuring machines and instruments; batteries and cells; straps for mobile phones; holders for mobile phones; mobile telephones and parts and accessories therefor; telecommunication machines and apparatus; personal digital assistants; smartphones; cases for smartphones; covers for smartphones; protective films for the liquid crystal displays of smartphones; electronic machines and apparatus and parts thereof; computer programs; spectacles; computer programs for home video game machines; electronic circuits and CD-ROMs recorded with programs for hand-held games with liquid crystal displays; protective helmets for sports; whistles; metronomes; electronic circuits and CD-ROMs recorded with automatic performance programs for electronic musical instruments; phasers for electric or electronic musical instruments; phonograph records; music files that can be received and stored by means of the Internet; downloadable moving images; image files that can be received and stored by means of the Internet; pre-recorded video discs and video tapes; electronic publications; exposed cinematographic films; exposed slide films; slide film mounts.

Class 14 — precious metals; jewels and their rough stones, and imitations of jewels; key rings; jewelry boxes; commemorative cups; commemorative shields; personal ornaments; clocks and watches.

Class 16 — glue and adhesives for stationery or household purposes; containers of paper for packaging; banners of paper; flags of paper; sanitary hand towels of paper; towels of paper; table napkins of paper; hand towels of paper; handkerchiefs of paper; table cloths of paper; paper and

cardboard; calendars; posters; trading cards (excluding those for games); printed matter; photographs; photograph stands.

Class 18 — metal fittings for bags; purse frames; horseshoes; leather cloth; leather; containers of leather for packaging; clothing for pets; bags; pouches; umbrellas; canes; walking sticks; metal parts of canes and walking sticks; handles for canes and walking sticks; saddlery.

Part 3 — Continuation sheet 2 (続葉 2)

Class 19 — nonmetallic minerals for building or construction; ceramic building materials, bricks and refractory products; building materials of linoleum; building materials of plastics; synthetic building materials; asphalt, and building or construction materials of asphalt; building or construction materials of rubber; plaster; building or construction materials of lime; building or construction materials of gypsum; rockfall prevention nets of textile; building assembly kits (excluding those of metal); joinery fittings (excluding those of metal); garden lanterns; sculptures of stone; sculptures of concrete; sculptures of marble.

Class 20 — cushions; zabuton (Japanese floor cushions); pillows; mattresses; containers of wood for packaging (excluding “stoppers and lids of cork and of wood”); containers of bamboo for packaging; containers of plastics for packaging (excluding “stoppers, lids and bottles of plastics”); nameplates and door nameplates (excluding those of metal); uchiwa (Japanese non-folding fans); sensu (Japanese folding fans); kennels for household pets; nesting boxes for small birds; beds for household pets; shopping baskets; furniture; indoor blinds; bamboo blinds; bead curtains for decoration; sunshades; standing screens; folding screens; benches.

Class 24 — woven fabrics; towels of textile; handkerchiefs of textile; personal articles of textile; mosquito nets; bedsheets; futon quilts; quilt covers; futon ticks; pillowcases; blankets; dish cloths; banners and flags (excluding those of paper); seat covers of textile; wall hangings of textile; curtains; table cloths (other than of paper); theatrical curtains; sleeping bags; covers for tissue cases, of woven fabric; tissue paper covers of cloth.

Class 25 — clothing; T-shirts; headgear for wear; garters; sock suspenders; braces for clothing; bands; belts; footwear; masquerade costumes; special footwear for sports; special clothing for sports; uniforms.

Class 26 — tapes; ribbons; knitted lace fabrics; embroidered lace fabrics; sleeve holders; insignia for wear (excluding those of precious metal); buckles for clothing; badges for clothing (excluding those of precious metal); brooches for clothing; obidome (sash clips for obi); bonnet pins (excluding those of precious metal); cloth patches; armbands; hair ornaments; buttons.

Part 4 — Continuation sheet 3 (続葉 3)

Class 28 — amusement park machines and apparatus; arcade game machines; video game machines; toys for pets; toys; dolls; home video game machines; go game sets; shogi (Japanese chess) sets; utagaruta (Japanese playing cards); dice; sugoroku; dice cups; Chinese checkers;

chess sets; checkers sets; conjuring apparatus; dominoes; playing cards; hanafuda (Japanese playing cards); mahjong sets; game equipment; billiard equipment; sports equipment; fishing tackle; insect collecting implements.

Class 30 — tea; coffee; cocoa; confectionery; bread; sandwiches; Chinese steamed buns; hamburger sandwiches; pizzas; hot dog sandwiches; meat pies; seasonings; ice cream mixes; sherbet mixes; processed cereals; gyoza; shumai; sushi; takoyaki; boxed lunches; ravioli; instant confectionery mixes; pasta sauce.

Class 32 — beer; soft drinks; fruit juice beverages; vegetable juices for beverages; hop extracts for the manufacture of beer; whey beverages.

Class 35 — advertising services; marketing; issuing of trading stamps; business management analysis or business consultancy; business management; market research or analysis; providing information concerning commercial sales; employment agency services; agency or brokerage for administrative work relating to import and export; arranging newspaper subscriptions; filing of documents or magnetic tapes (general office work); management and compilation of computer databases; data entry into and compilation of information in computer databases; rental of advertising materials; providing newspaper article information; news clipping services.

Class 36 — acceptance of deposits (including the acceptance of substitute bonds) and acceptance of fixed-interval installment deposits; loans and discount of bills; domestic exchange settlement; guarantee of liabilities and acceptance of bills; securities lending; acquisition and transfer of monetary claims; safekeeping of securities, precious metals and other articles; money exchange; acceptance of the entrustment of financial futures transactions; acceptance of the trusteeship of money, securities, monetary claims, personal property, land or fixtures thereon, or surface rights or leasehold rights on land; acceptance of the entrustment of bond subscriptions; foreign exchange transactions; services relating to letters of credit; credit purchase brokerage; issuance of prepaid payment instruments; agency for the collection of gas or electricity bills; agency for the collection of payments for goods; buying and selling of securities; securities index futures trading [...]

The Class 36 entry breaks off at the foot of continuation sheet 3 and resumes on continuation sheet 4.

Part 5 — Continuation sheet 4 (続葉 4)

(Class 36, continued) — [...] securities options trading; overseas market securities futures trading; brokerage, intermediation or agency for the buying and selling of securities, for securities index futures trading, for securities options trading and for overseas market securities futures trading; brokerage, intermediation or agency for the entrustment of the buying and selling of securities, of securities index futures trading and of securities options trading on securities markets; brokerage, intermediation or agency for the entrustment of the buying and selling of securities on foreign securities markets and of overseas market securities futures trading; securities forward transactions, over-the-counter securities index forward transactions, over-the-counter securities options transactions or over-the-counter securities index swap transactions,

and brokerage, intermediation or agency for such transactions; securities clearing brokerage; underwriting of securities; secondary distribution of securities; handling of the subscription or secondary distribution of securities; providing information on stock market conditions; brokerage for the conclusion of life insurance contracts; life insurance underwriting; agency for the conclusion of non-life insurance contracts; claim adjustment for non-life insurance; non-life insurance underwriting; calculation of insurance premium rates; building management; agency or brokerage for the leasing of buildings; leasing of buildings; buying and selling of buildings; agency or brokerage for the buying and selling of buildings; appraisal of buildings or land; providing information on buildings or land; land management; agency or brokerage for the leasing of land; leasing of land; buying and selling of land; agency or brokerage for the buying and selling of land; appraisal of antiques; appraisal of works of art; appraisal of precious stones; charitable fund raising.

Class 37 — building construction; consultancy relating to building construction; operation, inspection and maintenance of building equipment; repair or maintenance of lighting apparatus; repair or maintenance of electric motors; repair or maintenance of power distribution or control machines and apparatus; repair or maintenance of power generators; repair or maintenance of signboards.

Class 38 — transmission, broadcasting and reception of audio, video, still images, moving images, text and data; telecommunication; supply of news to news reporting agencies; rental of telephones, facsimile machines and other communication equipment.

Class 39 — providing road information; warehousing of goods deposited; temporary safekeeping of personal belongings; temporary safekeeping of deliveries; providing warehouse facilities; providing parking facilities; management of parking facilities; conducting package tours; travel guide services; agency, brokerage or intermediation for contracts relating to travel (excluding those relating to accommodation).

Part 6 — Continuation sheet 5 (続葉 5)

Class 40 — developing of cinematographic films; photographic enlarging; photographic printing; developing of photographic films; bookbinding; photogravure platemaking; printing; collection, sorting and disposal of waste.

Class 41 — educational and instruction services relating to arts, crafts, sports or general knowledge; planning, operation or organization of seminars; providing electronic publications; reference libraries of literature and documentary records; book rental; exhibition of works of art; production of books; planning or operation of presentations of motion pictures, shows, plays or musical performances; showing, production or distribution of motion pictures; providing moving images online; providing images and video online; presentation of shows; direction or presentation of plays; musical performances; production of broadcast programs; production of videos for education, culture, entertainment or sports (excluding those for motion pictures, broadcast programs or advertising); direction in the production of broadcast programs; operation of video equipment, audio equipment and similar equipment used for the production of broadcast programs; planning, operation or organization of sports competitions; planning, operation or

organization of entertainment events (excluding those relating to presentations of motion pictures, shows, plays and musical performances and to presentations of sports, horse racing, bicycle racing, boat racing and auto racing); providing audio or video studios; providing sports facilities; providing amusement facilities; providing games online; providing facilities for motion pictures, shows, plays, music or educational training; booking of seats for shows; rental of sports equipment; photography; photographic or video filming.

Class 42 — architectural design; surveying; design of machines, apparatus or instruments (including their parts), or of equipment composed of such machines and the like; designing (excluding designing relating to advertising); design, creation or maintenance of computer programs; provision of information and explanation relating to the performance and methods of operation of computers, automobiles and other machines that require advanced specialized knowledge, skill or experience in order to be operated accurately for their intended purpose; research on building construction or city planning; testing or research on the prevention of pollution; testing or research on electricity; testing or research on civil engineering; testing, inspection or research on agriculture, livestock breeding or fisheries; rental of measuring apparatus; cloud computing; electronic storage by cloud computing of data, drawings, documents, digital photographs, music, images, video and electronic data; rental of com[...]

The Class 42 entry breaks off in mid-word at the foot of continuation sheet 5 (電子計) and resumes on continuation sheet 6 (算機の貸与). The two fragments are one item — “rental of computers” — and are set out complete in Part 7 below.

Part 7 — Continuation sheet 6 (続葉 6)

(Class 42, continued) — [...] rental of computers; providing computer programs.

Class 43 — providing accommodation; brokerage or intermediation of contracts for the provision of accommodation; providing food and drink; day-nursery services for infants and toddlers; rental of meeting rooms; rental of exhibition facilities; rental of oshibori (wet hand towels); rental of towels.

Class 45 — providing fashion information; providing online social networking services; conducting funeral ceremonies; agency or brokerage for contracts relating to the use of copyrights; security guarding of facilities; personal body guarding; rental of clothing; rental of personal ornaments.

[以下余白] — [No further entries below.]

Part 8 — Notice of Registration of Establishment of the Trademark Right (商標権
設定登録通知書), page 8

Page 8 of the Japanese original is a separate instrument. It is not part of the Certificate of Trademark Registration: it is the administrative notice sent by the Japan Patent Office to the registered agent when the trademark right was entered on the register, and it is printed on a different (blue) form, set vertically and read from right to left. It is translated here because it forms part of the document as submitted.

Address for delivery of the certificate (登録証送付先)

Field	Value
Address (住所)	105-0003 — Terao Building 7F, 2-8-4 Nishi-Shimbashi, Minato-ku, Tokyo — Nomoto & Kiriya International Patent Office (野本・桐山国際特許事務所)
Name (氏名)	Mr. Dai Kiriya (桐山 大)

Notice of Registration of Establishment of the Trademark Right

Field	Value
Registration number (登録番号)	No. 6247059
Registration date (登録日)	April 21, 2020 (Reiwa 2)
Application number (出願番号)	2019-042219
Filing date (出願日)	March 25, 2019 (Heisei 31)
Number of classes of goods and services (商品及び役務の区分数)	23
Years of the registration fee paid (納付年分)	Through the 10th year
Amount received (領収金額)	JPY 648,600
Date of receipt (受領日)	April 17, 2020 (Reiwa 2)

Expiry date for the renewal registration of the duration of the right (存続期間更新登録期限日)

Date of expiry of the 10th year (deadline): **April 21, 2030 (Reiwa 12).**

(Note) Where the payment deadline falls on a day on which administrative agencies are closed, the following day becomes the last day of the period.

Concerning the procedure for the renewal registration of the duration of the right (存続期間更新登録の手続について)

- To renew the trademark right, the procedure must be carried out by means of an “Application for Registration of Renewal of the Duration of a Trademark Right” during the period from six months before the date of expiry of the 10th year from the registration date up to that date of expiry.
- Where the procedure could not be carried out within the above period, the duration of the trademark right may still be renewed, within six months after the date of expiry has passed, by paying a late registration fee of double the amount together with the “Application for Registration of Renewal of the Duration of a Trademark Right”.
- Where no application is filed within the period in which late payment is possible, the trademark right is deemed to have lapsed retroactively as of the payment deadline.
- For the form of the “Application for Registration of Renewal of the Duration of a Trademark Right” and the amount of the registration fee, please refer to the website of the Japan Patent Office at <https://www.jpo.go.jp/index.html>.

IMPORTANT (重要). The Japan Patent Office does not send any notice concerning the procedure for the renewal registration of the duration of the right. Please therefore manage the expiry of the duration yourself.

Enquiries (問い合わせ先). Registration Office, Examination Administration Division (審査業務課登録室). Telephone: 03-3581-1101 (main). Trademark section, extension 2713.

Translator’s note on the source

1. **The registration covers 23 classes** — Classes 6, 9, 14, 16, 18, 19, 20, 24, 25, 26, 28, 30, 32, 35, 36, 37, 38, 39, 40, 41, 42, 43 and 45. This count is independently confirmed by the field 商品及び役務の区分数 23 on page 8.
2. **Two entries are split across page boundaries** and must be read as single items, not as two: the Class 6 entry 金属製包装用容器 (「金属製栓・金属製 ... ふた」を除く。) breaks in mid-parenthesis between page 1 and continuation sheet 1, and the Class 42 entry 電子計 ... 算機の貸与 breaks in mid-word between continuation sheets 5 and 6.
3. **A class number in parentheses at the head of a continuation sheet** — (第 6 類), (第 36 類), (第 42 類) — is the Japan Patent Office’s marker that the class is carried over from the preceding sheet, not a fresh designation of the same class.

4. **Page 8 is a distinct instrument** (商標権設定登録通知書) and is not part of the certificate. It is translated above so that the English covers the whole of the Japanese document as submitted.
5. **Japanese-specific goods** with no established English equivalent are transliterated and glossed on first use: zabuton, uchiwa, sensu, utagaruta, sugoroku, hanafuda, gyoza, shumai, takoyaki, obidome, oshibori, shogi.
6. **Era dates** are converted to the Gregorian calendar with the Japanese era retained in parentheses. The Japanese original itself prints the Gregorian equivalents for the filing, registration and certification dates.