

TRADEMARK COMPREHENSIVE STUDY – BRAZIL

March 09, 2012

Trademark: BANDA TPM

Class: 41

Registration

Probability: Less than 25%



1. OPTIMAL PROTECTION

Based on your description a Trademark Search has been performed before the Trademark Office of Brazil in class 41.

2. TRADEMARK SEARCH

2.1 SEARCH BEFORE THE TRADEMARK OFFICE OF BRAZIL

A) Search by identity

The search has not disclosed any identical trademark to the denomination BANDA TPM in the studied class. The identical trademarks are:

Trademark	Process Number	Class	Trademark Owner
TPM	818584157	41	JAPAN INSTITUTE OF PLANT MAINTENANCE
TPM	903444089	41	WRITE PRODUÇÕES ARTÍSTICAS LTDA

B) Search by similarity

The search has disclosed some similar trademarks to the denomination BANDA TPM in the studied class. The similar trademark is:

Trademark	Process Number	Class	Trademark Owner
TPM ²	824265530	41	IMC INTERNACIONAL MEDIA E COMUNICACOES LTDA

C) Figurative Search (logo)

The search has not disclosed any similar logo to the one proposed in the studied class

3. ANALYSIS AND RECOMMENDATION

The study has revealed some identical trademarks to the one proposed in the studied class. Please be advised that in our opinion the existence of these marks might constitute a strong obstacle to the registration of the proposed denomination. Please find enclosed detail information of the conflicting trademarks.

Regarding the figurative search, the study has revealed no similar logos to the one proposed.

Taking into account these searches, the estimated probability of successful trademark registration is:

Class 41 – less than 25% therefore we do not recommend applying for registration.

If you decide to apply for registration, we recommend the incorporation of other verbal terms to the proposed denomination so it might acquire a greater degree of distinctiveness.

Very truly yours,

Marcaria.com – Brazil
www.marcaria.com

Notes:

- We recommend applying for the registry when the probabilities of acceptance are higher than 50%.
- Our recommendation is based in trademark searches and our experience. In no way do we imply that no objections from the Trademark Office or oppositions from third parties will arise.
- The search shows the information published within the databases of the different Official Organizations at the date of issuance of this report.
- Estimation of granting probabilities:
 - More than 90%: When there is full certainty on the possibility of registration.
 - More than 75%: When there are good chances of registration.
 - More than 50%: When there are chances of registration, but there also is a possibility of facing obstacles (for example: objections).
 - Less than 50%: When the registration process is expected to be difficult.
 - Less than 25%: When there are no chances of registration.

Appendix: Identical/Similar Search Result Information

Trademark	TPM
Process number	818584157
Status	In process
Renewal date	07/10/2007
Classes	41
Goods/services description	Serviços de ensino e de educação de qualquer natureza e grau, diversão, sorteio, jogo, organização de espetáculos em geral, de congresso e de feira e outros serviços prestados sem finalidade lucrativa. Serviços de ensino e educação de qualquer natureza e grau.
1st Registration	07/10/1997
Owner's Details	JAPAN INSTITUTE OF PLANT MAINTENANCE
Attorney of record	WILSON SILVEIRA

Trademark	TPM
Logo	
Process number	824265530
Status	In process
Classes	41
Goods/services description	Educação, provimento de treinamento; entretenimento; atividades desportivas e culturais.
Owner's Details	IMC INTERNACIONAL MEDIA E COMUNICACOES LTDA
Attorney of record	CITY PATENTES E MARCAS LTDA

Trademark	TPM
Process number	903444089
Status	In process
Classes	41
Goods/services description	Produção de filme; Distribuição de filmes; Produção de programas de rádio e televisão; Produção de vídeos
Owner's Details	WRITE PRODUÇÕES ARTÍSTICAS LTDA
Attorney of record	CRUZEIRO/NEWMARC PATENTES E MARCAS LTDA