

TRADEMARK COMPREHENSIVE STUDY – AUSTRALIA

November 14, 2012

Trademark: SUNRISE LIFE STYLES
Class: 09

Registration Probability: Figurative element: More than 75 %
Word mark: More than 50 %



1. OPTIMAL PROTECTION

Based on your description a Trademark Search has been performed before the Trademark Office of Australia and the World Intellectual Property Organization (WIPO) in class 09.

2. TRADEMARK SEARCH

2.1 SEARCH BEFORE THE TRADEMARK OFFICE OF AUSTRALIA





A) Search by identity

The search has not disclosed any identical trademarks to the denomination SUNRISE LIFE STYLES in the studied classes.

B) Search by similarity



The search has disclosed some similar trademarks to the denomination SUNRISE LIFE STYLES in the studied classes. The similar trademarks are:



Trademark	Process Number	Class	Trademark Owner
SUNRISE	661662	09	MATSUSHITA ELECTRIC INDUSTRIAL CO LTD

SUNRISE MEDICAL	652195	09	SUNRISE MEDICAL GMBH & CO. KG
	991056	09, 44, 45	SUNRISE SENIOR LIVING, INC. A DELAWARE CORPORATION
	1116784	06, 09, 11, 19, 37, 44	SUNRISE POOLS AUSTRALIA PTY LTD
	1489851	09, 45	OSORIO LOPEZ JESUS ANDRES
	1161866	09, 37	ALFRESCO LIFESTYLES PTY LTD
COMMUNITY OF LIFESTYLES	1006949	09, 36, 37	ROBINA LAND CORP PTY LTD
LIFELINE	657428	09, 42	LIFELINE AUSTRALIA
LIFESPAN	581825	09, 16	AMCOR PACKAGING (AUSTRALIA) PTY LTD
CLIPSAL LIFESAVER	579191	09	SCHNEIDER ELECTRIC (AUSTRALIA) PTY LIMITED

C) Figurative Search

The search has disclosed some similar logos to the one proposed in the studied classes. The similar logos are:

Trademark	Process Number	Class	Trademark Owner
	1178570	09, 11	RELISUCO LIMITED
	1294829	09	ECOPOWER PV PTY LTD

	1294836	09	ECOPOWER PV PTY LTD
	1303885	9, 11, 35, 37	SUN,DISC ATOP WAVES,STYL & LAND



2.2 SEARCH BEFORE THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

A) Search by identity

The search has not disclosed any identical trademarks to the denomination SUNRISE LIFE STYLES in the studied classes.

B) Search by similarity

The search has disclosed some similar trademarks to the denomination SUNRISE LIFE STYLES in the studied classes. The similar trademarks are:

Trademark	Process Number	Class	Trademark Owner
SUNRISE TELECOM	832289	09	SUNRISE TELECOM INCORPORATED
	874203	09	INSIGHT EQUITY APX, LP DBA VISION-EASE LENS
	1148310	09, 18, 42	SILHOUETTE INTERNATIONAL SCHMIED AG

C) Figurative Search

The search has not disclosed any similar logos to the one proposed in the studied classes.

3. ANALYSIS AND RECOMMENDATION

The study has revealed some similar trademarks to the one proposed in the studied class. Please be advised that in our opinion the existence of these marks might constitute possible objections and/or oppositions to the registration of the proposed denomination.

The proposed trademark is composed of both figurative and word elements.

In regards to the word element, this is composed of common used words that are present in a considerable number of registered trademarks under the studied class, mentioning but a few (the most relevant) as examples in the present document. Nevertheless, please be advised that when combined and analyzed globally, the proposed word elements do acquire the necessary distinctiveness to be considered for registration.

The figurative elements, composed by a sun, palm trees and the silhouette of the ocean, is unique when compared to all other figurative elements of previously registered trademarks.

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

Class 09

Figurative element - More than 75 %, therefore we recommend applying for registration.

Word mark - More than 50 %, therefore we recommend applying for registration.

If you decide to apply for registration, you may want to consider accompanying the proposed trademark with a coined or unique word element. This would eventually allow the proposed to acquire an even greater degree of distinctiveness, thus augmenting even more the probabilities for a successful registration process.

Very truly yours,

Marcaria.com – Australia
www.marcaria.com

Notes:

- If the result of the first trademark study is lower than 50 %, we offer one follow up study for free.
- We recommend applying for the registration of a trademark when the results of the trademark study show a higher than 50 % probability of successful registration.
- Our recommendations are based on the results of similarity searches and our specialists' experience. In no way do we assure that there will be no objections from examiners of the registration office or oppositions from third parties to the registration of a trademark.
- The results shown in the studies are from databases of the local registration offices as well as other regional or international trademark organizations. The studies include only the trademarks present in these databases up to the date in which the study was done.
- Probabilities of Registration:
 - More than 90 %: When there is certainty that a trademark will be registered.
 - More than 75 %: When it is very probable that a trademark will be registered and the probabilities of objection or oppositions are low.
 - More than 50 %: When there are good chances that a trademark can be registered, but certain obstacles may arise during the process (e.g. objections or oppositions)
 - Less than 50 %: When the registration process is expected to be difficult and it is probable that obstacles will arise during the process. (e.g. objections or oppositions)
 - Less than 25 %: When there are slim to no chances for the successful registration of a trademark.