

O-151-08

TRADE MARKS ACT 1994

**IN THE MATTER OF APPLICATION No 2394660
BY JAGUAR COURIERS LIMITED TO REGISTER THE TRADE MARK**

**JAGUAR
COURIERS**

IN CLASS 39

**AND IN THE MATTER OF OPPOSITION
THERE TO UNDER NO 93910
BY JAGUAR CARS LIMITED**

TRADE MARKS ACT 1994

IN THE MATTER OF Application No. 2394660

by Jaguar Couriers Limited to register the trade mark JAGUAR COURIERS in Class 39

and

IN THE MATTER OF Opposition thereto under No. 93910

by Jaguar Cars Limited

BACKGROUND

1) On 18 June 2005, Jaguar Couriers Limited of Unit 4, Halesfield 22, Telford, Shropshire, TF7 4QX applied under the Trade Marks Act 1994 (“the Act”) for the following trade mark:

The logo for JAGUAR COURIERS is displayed in a bold, stylized font. The word 'JAGUAR' is on the top line and 'COURIERS' is on the bottom line. Both words are rendered in a yellow color with a thick blue outline, giving them a three-dimensional appearance. The letters are slightly slanted to the right.

2) The application was made in respect of Class 39 and in relation to the following specifications of services:

Provision of same day express and overnight courier services for delivery, nationally and internationally, of messages, delivery of goods, parcels and packages.

3) The application was subsequently published on 12 August 2005 in the Trade Marks Journal. On 14 November 2005, Jaguar Cars Limited filed notice of opposition to the application. It bases its opposition on Sections 5(2) (b), 5(3) and 5(4) (a) of the Act.

4) In relation to the grounds under Section 5(2), the opponent relies on Community Trade Mark (CTM) 189795 for JAGUAR and device and UK registration 2006108 for JAGUAR. Details of these are reproduced in the annex to this decision.

5) In relation to the grounds under Section 5(3), the opponent also relies upon CTM 189795 and additionally, CTM 26625 for JAGUAR (the details of which are also in the annex) claiming that the opponent’s trade marks are very well known and use of the applicant’s trade mark, without due cause, would take unfair advantage of or be detrimental to the distinctive character or repute of it’s trade marks.

6) The opponent also claims that, in relation to the grounds under Section 5(4) (a), that the sign JAGUAR has been used since 1932 on a very large variety of goods and services

in connection with the automotive field, including motor cars and accessories, tools, servicing and financial services, as well as merchandising such as clothing and gift items.

7) The applicant subsequently filed a counterstatement denying the grounds for opposition and puts the opponent to proof of use with respect to the Class 39 services listed in CTM 189795 and UK registration 2006108.

8) Both sides filed evidence and this is summarised below. Both sides seek an award of costs. The matter came to be heard on 16 April 2008 when the opponent was represented by Ms Claire Hutchinson of Grant Spencer Caisley and Porteous. Mr David Cheeseman of Jaguar Couriers Limited attended without legal representation.

Opponent's Evidence

9) This takes the form of two witness statements. The first is by John Alfred Caisley, a partner with Grant Spencer Caisley and Porteous, the opponent's representatives in this matter. The second is by Mr Mark Sparschu, Chief Trade Mark Counsel of Ford Motor Company, the parent company of Jaguar Cars Limited and he has overall responsibility for "almost all companies in the [Ford] group of companies worldwide".

10) Both these witness statements are, in part, focused upon demonstrating that JAGUAR has a reputation with respect to delivery of cars and car parts. This was part of its response to the request from the applicant to show use in respect to its Class 39 services "[h]ire and leasing of motor vehicles; services relating to the transportation of people in vehicles; warehousing and distribution of vehicle parts; travel agency". Further, in the case of Mr Sparschu's witness statement, it also focuses upon demonstrating that the JAGUAR brand has a long standing reputation in the executive car market.

Applicant's Evidence

11) This is a witness statement by Mr Cheeseman dated 21 May 2007. He is Managing Director of Jaguar Couriers Limited.

12) Mr Cheeseman presents evidence to demonstrate that the applicant's trade mark has been in continuous use since 1996. Much of the remaining witness statement is in the form of submissions and these were reiterated at the hearing. I will refer to these later.

Opponent's Evidence in Reply

13) This is in the form of a further witness statements by Mr Sparschu. He identifies a number of exhibits accompanying the applicant's witness statement that demonstrate that JAGUAR is the prominent and identifying element of the applicant's trade mark. For example, the applicant's Exhibit DC5 consists of an advertising pamphlet where the applicant company is referred to merely as "Jaguar".

DECISION

Section 5(2)(b)

14) Section 5(2)(b) of the Act reads:

“(2) A trade mark shall not be registered if because –

...

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected,

there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark.”

15) An earlier trade mark is defined in section 6 of the Act, the relevant parts of which state:

“6.-(1) In this Act an “earlier trade mark” means –

(a) a registered trade mark, international trade mark (UK), Community trade mark or international trade mark (EC) which has a date of application for registration earlier than that of the trade mark in question, taking account (where appropriate) of the priorities claimed in respect of the trade marks.”

16) Of potential relevance to a ground of opposition under Section 5(2) are the provisions that relate to proof of use. Section 6A(1) details the circumstances where these provisions apply:

“6A Raising of relative grounds in opposition proceedings in case of non-use

(1) This section applies where –

(a) an application for registration of a trade mark has been published,

(b) there is an earlier trade mark in relation to which the conditions set out in section 5(1), (2) or (3) obtain, and

(c) the registration procedure for the earlier trade mark was completed before the start of the period of five years ending with the date of publication.”

17) The trade marks relied on by the opponent are CTM 189795 with a registration date of 30 November 2001 and UK registration 2006108 with a registration date of 18 October 1996. These two trade marks are earlier trade marks as defined in section 6(1) of the Act.

18) In relation to the proof of use requirements, the applicant's trade mark was published for opposition purposes on 12 August 2005. This means that the proof of use provisions only apply if the earlier trade marks completed their registration procedure before 12 August 2000. The earlier CTM completed its registration procedure after this date and therefore the proof of use provisions do not apply to this. The services at issue under the Section 5(2) grounds are, as identified by Ms Hutchinson at the hearing, "warehousing and distribution of vehicle parts", and are covered by both the earlier trade marks. As the UK registration is subject to the proof of use requirement and the CTM is not, I find it convenient to base my considerations of this ground of opposition upon the CTM registration only.

19) In my consideration of a likelihood of confusion, I take into account the guidance from the settled case law provided by the ECJ in *Sabel BV v Puma AG* [1998] RPC 199, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc* [1999] RPC 117, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* [2000] F.S.R. 77 and *Marca Mode CV v Adidas AG & Adidas Benelux BV* [2000] E.T.M.R. 723. It is clear from these cases that:

(a) the likelihood of confusion must be appreciated globally, taking account of all relevant factors; *Sabel BV v Puma AG*,

(b) the matter must be judged through the eyes of the average consumer of the goods/services in question; *Sabel BV v Puma AG*, who is deemed to be reasonably well informed and reasonably circumspect and observant - but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind; *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel B.V.*,

(c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details; *Sabel BV v Puma AG*,

(d) the visual, aural and conceptual similarities of the marks must therefore be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components; *Sabel BV v Puma AG*,

(e) a lesser degree of similarity between the marks may be offset by a greater degree of similarity between the goods, and vice versa; *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc.*,

(f) there is a greater likelihood of confusion where the earlier trade mark has a highly distinctive character, either per se or because of the use that has been made of it; *Sabel BV v Puma AG*,

(g) in determining whether similarity between the goods or services covered by two trade marks is sufficient to give rise to the likelihood of confusion, the distinctive character and reputation of the earlier mark must be taken into account; *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc.*,

(h) mere association, in the sense that the later mark brings the earlier mark to mind, is not sufficient for the purposes of Section 5(2); *Sabel BV v Puma AG*,

(i) further, the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense; *Marca Mode CV v Adidas AG and Adidas Benelux BV*,

(j) but if the association between the marks causes the public to wrongly believe that the respective goods come from the same or economically linked undertakings, there is a likelihood of confusion within the meaning of the section; *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc.*,

(k) assessment of the similarity between two marks means more than taking just one component of a composite trade mark and comparing it with another mark; the comparison must be made by examining each of the marks in question as a whole, which does not mean that the overall impression conveyed to the relevant public by a composite trade mark may not, in certain circumstances, be dominated by one or more of its components; *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*

(l) it is only when all other components of a complex mark are negligible that it is permissible to make the comparison on the basis of the dominant element; *Shaker di L. Laudato & C. Sas v OHIM*

Comparison of goods and services

20) I intend to approach the comparison of services question based upon the services identified by Ms Hutchinson at the hearing as being the most relevant in the opponent's registration. These are "warehousing and distribution of vehicle parts" in Class 39.

21) In assessing the similarity of services, it is necessary to apply the approach advocated by case law and to take account of all the relevant factors relating to the services in the respective specifications. In *Canon Kabushiki Kaisha v. Metro-Goldwyn-Mayer* the ECJ stated at paragraph 23:

'In assessing the similarity of the goods or services concerned, as the French and United Kingdom Governments and the Commission have pointed out, all the relevant factors relating to those goods or services themselves should be taken into account. Those factors include, *inter alia*, their nature, their end users and their method of use and whether they are in competition with each other or are complementary.'

22) Other factors may also be taken into account such as, for example, the distribution channels of the goods concerned (see, for example, paragraph 53 of the judgment of the Court of First Instance (CFI) in Case T-164/03 *Ampafrance v OHIM – Johnson & Johnson (monBeBé)*).

23) The applicant's specification essentially covers courier services for the delivery of messages and goods. The noun "courier" is defined as a messenger who transports goods or documents and as a verb, to send or transport by courier¹. The relevant services of the opponent include distribution of vehicle parts. The noun "distribution" is defined as the action of distributing² with the verb "distribute" defined as being to hand or share out to a number of recipients or supply (goods) to retailers³. Taking these definitions into account, it is clear to me that the distribution of vehicle parts is likely to be covered by courier services for the delivery of goods. As such I conclude that, having considered the factors set out in *Canon*, these respective services are identical or if not identical at least at the very top end of similarity.

24) At the hearing, Mr Cheeseman also explained that courier services involve warehousing as part of the overall service provided. As such, I find that the applicant's services are also similar to the "warehousing...of vehicle parts" in the opponent's Class 39 specification, in so far as they are closely complementary.

The average consumer

25) As matters must be judged through the eyes of the average consumer (*Sabel BV v. Puma AG*, paragraph 23) it is important that I assess who the average consumer is for the services at issue. The applicant's trade mark essentially covers courier services for the delivery of messages and goods. The earlier trade mark includes "warehousing and distribution of vehicle parts".

26) As I have already established, there is a clear overlap between the respective services and it is possible that the opponent's relevant services are no more than a sub-set of the applicant's services. It follows that the average consumer for both sets of services will be the same. This average consumer can be the general public or, equally, a business enterprise, either small or large but I do not believe that the purchasing act will differ to any relevant extent between these consumer groups. Business users of such services may have a greater level of familiarisation with the industry by virtue of the need to use the service on a more regular basis but the price of such services will be relatively low and require a relatively low degree of consideration.

27) In summary, I consider that the average consumer for the respective services will be the same and that the purchasing act will require a no more than average degree of consideration.

¹ "courier n." *The Concise Oxford English Dictionary*, Eleventh edition revised . Ed. Catherine Soanes and Angus Stevenson. Oxford University Press, 2006. *Oxford Reference Online*. Oxford University Press. UK Intellectual Property Office. 8 May 2008 <<http://www.oxfordreference.com/views/ENTRY.html?subview=Main&entry=t23.e12707>>

² "distribution n." *The Concise Oxford English Dictionary*, Eleventh edition revised . Ed. Catherine Soanes and Angus Stevenson. Oxford University Press, 2006. *Oxford Reference Online*. Oxford University Press. UK Intellectual Property Office. 8 May 2008 <<http://www.oxfordreference.com/views/ENTRY.html?subview=Main&entry=t23.e16056>>

³ "distribute v." *The Concise Oxford English Dictionary*, Eleventh edition revised . Ed. Catherine Soanes and Angus Stevenson. Oxford University Press, 2006. *Oxford Reference Online*. Oxford University Press. UK Intellectual Property Office. 8 May 2008 <<http://www.oxfordreference.com/views/ENTRY.html?subview=Main&entry=t23.e16054>>

Use and distinctive character of the earlier trade mark

28) The distinctiveness of the earlier trade mark is another important factor to consider because the more distinctive the earlier trade mark, the greater the likelihood of confusion (see *Sabel BV v. Puma AG*, paragraph 24). The earlier trade mark consists of the word JAGUAR together with the device of a leaping big cat (referred to by the opponent as the “leaper device”). This leaper device reinforces the meaning of the word JAGUAR as being a reference to the big cat of the same name. In relation to the services at issue, this trade mark has some allusion to speed, being a desirable quality of the service but nevertheless it retains a high level of inherent distinctive character.

29) The level of distinctiveness can be based on its inherent qualities or because of use made of it and a reputation can enhance the level of distinctiveness. There is no evidence of a warehousing service provided in the opponent’s exhibits. Further, I have reservations regarding whether the opponent’s evidence demonstrates a trade in the service of “distribution of vehicle parts” as opposed to the mere taking of its own products to market. Even if it is accepted that a trade in such services does indeed exist, any reputation would not enhance, by any significant level, what is already a high level of inherent distinctiveness. As a result, I do not intend to consider this point further.

Comparison of marks

30) I will now go on to consider the differences between the trade marks themselves and the impact of any differences upon the global assessment of similarity. When assessing this factor, I must do so with reference to the visual, aural and conceptual similarities between the respective trade marks bearing in mind their distinctive and dominant components (*Sabel BV v. Puma AG*, para 23). The trade marks to be compared are:

Trade mark of Jaguar Cars Limited	Trade mark of Jaguar Couriers Limited
	

31) From a visual perspective, the opponent’s trade mark differs from that of the applicant because of the additional leaper device and also because of the absence of the word “couriers” that is present in the applicant’s trade mark. The applicant’s trade mark is represented in the colour yellow whereas the opponent’s trade mark is represented in black and white, but as Ms Hutchinson pointed out at the hearing, normal and fair use allows both parties to use their trade marks in any colour scheme. The difference in colour is therefore of no consequence. There is similarity in that both trade marks share the word “jaguar”. In the opponent’s trade mark the word appears below the device element and in the applicant’s trade mark it appears above the word “couriers”,

nevertheless the word shares an equal level of visual prominence in both trade marks. These differences and similarities combine to give a reasonably high level of visual similarity.

32) From an aural perspective, the opponent's trade mark will be pronounced as "jaguar" and the applicant's as "jaguar couriers". The leaper device is unlikely to alter how the opponent's trade mark is referred to by the consumer as it merely reinforces the word element, rather than adding any aural difference. The shared use of the word "jaguar" creates the point of aural similarity, and the word "courier" in the applicant's trade mark provides a point of dissimilarity, however it is significant that the word "courier" describes the applicant's services and without this element the respective trade marks would be phonetically identical. Taking all these points into account, I consider that the respective trade marks share a reasonably high level of aural similarity.

33) Conceptually, the combination of the word "jaguar" and the leaper device in the earlier trade mark give a clear meaning, namely a jaguar big cat. This could be taken as an allusion to some qualities of a jaguar big cat such as speed, sleekness and power applying to the goods and services of interest to the opponent. By virtue of the additional word "couriers", the applicant's trade mark creates a slightly different concept, namely a courier service named Jaguar, whilst at the same time, the word "jaguar" will retain the same meaning as in the opponent's trade mark. Ms Hutchinson contended that the word "couriers" in the applicant's trade mark can be disregarded as it is simply the name of the services as it is non-distinctive and the far-weaker element within the trade mark. I note these comments, but I am also mindful of the guidance given by the ECJ in *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH* that assessment of similarity means more than taking just one component of a composite trade mark and comparing it with another mark and also in *Shaker di L. Laudato & C. Sas v OHIM* that only if other components are negligible is it permissible to make the comparison on the basis of the dominant element. In this case the elements "jaguar" and "couriers" share equal prominence and the "courier" element cannot be classified as negligible. That said, in relation to the respective services, I consider there is a high level of conceptual similarity as the word "courier" in the applicant's trade mark does no more than identify the services.

Likelihood of confusion

34) In his evidence and at the hearing, Mr Cheeseman put forward an argument that the actual use of the respective trade marks is such that no confusion will occur. In this respect, I am mindful of the comments of Richard Arnold QC in *Oska's Ltd's trade mark* [2005] RPC 20:

"56. The applicant argued before the hearing officer that (i) there had been no confusion in practice between its goods and those of the opponent and (ii) confusion was unlikely since its goods were aimed at a different market. As to (i) ... as the hearing officer rightly held, whether there is a likelihood of confusion must be assessed on the basis of normal and fair use of the mark in relation to the goods specified in the application, which is not limited in any particular types of

clothing nor to any particular market. As to (ii), even if it is assumed that the target market of the applicant's goods would not be confused, that does not negate the existence of a likelihood of confusion if the applicant's mark were to be used in other ways falling within the scope of normal and fair use..."

35) As such, I shall approach this analysis based on normal and fair use of the services listed in the respective specifications.

36) It is clear from the case law that there is interdependency between the various factors that need to be taken into account when deciding whether there exists a likelihood of confusion. I must also take into account that marks are rarely recalled perfectly with the consumer relying, instead, on the imperfect picture of them he has in kept in his mind (*Lloyd Schuhfabrik Meyer & Co. GmbH v. Klijsen Handel B.V* paragraph 27). I have found that the respective trade marks share a high level of visual, aural and conceptual similarity and that the respective services are identical or very similar. Taking all these factors into consideration, I find that the relevant public will confuse the trade marks and they will believe that the respective services originate from the same trade source. Accordingly, I find there is a likelihood of confusion and the opposition under Section 5(2) (b) succeeds.

Section 5(3) and Section 5(4) (a)

37) In light of these findings there is no need for me to consider the opponent's further objections under Section 5(3) and Section 5(4) (a).

COSTS

38) The opposition having been successful, Jaguar Cars Limited is entitled to a contribution towards its costs. I award costs on the following basis:


Opposition fee	£200
Notice of opposition	£300
Statement of case in reply	£200
Preparing and filing evidence	£300
Considering evidence	£150
Preparation and attendance at the hearing	£400
TOTAL	£1550

39) I order Jaguar Couriers Limited to pay Jaguar cars Limited the sum of £1550. This sum is to be paid within seven days of the expiry of the appeal period or within seven days of the final determination of this case if any appeal against this decision is unsuccessful.

Dated this 3rd day of June 2008

**Mark Bryant
For the Registrar,
the Comptroller-General**

ANNEX

Trade Mark Number	Trade Mark	Registration Date	Relevant Part of Specifications
CTM 26625	JAGUAR	15 September 1998	<p>Class 12: Motor land vehicles and parts and fittings therefor.</p> <p>Class 36: Credit card services; cheque account services; credit services; provision of finance for credit sales; hire purchase financing; lease purchase financing; corporate financing; financial services relating to the motor trade or to motor vehicles; insurance services; insurance services relating to the motor trade or to motor vehicles.</p> <p>Class 37: Maintenance, repair, restoration, inspection, care, cleaning, painting and polishing of vehicles and of their parts and fittings; consultancy services relating to maintenance, repair, restoration, inspection, care, cleaning, painting and polishing of vehicles and their parts and fittings and for the supply of parts for vehicles.</p>
CTM 189795		30 November 2001	<p>Class 01: Chemical products for use in the operation, repair, servicing and maintenance of vehicles; brake fluid; defrosting compositions; antifreezing compositions; adhesives; compositions for repairing surfaces; sealing compositions.</p> <p>Class 02: Coating compositions and preservatives, all in the nature of paint; all adapted for use with motor land vehicles, engines or with transmission assemblies.</p> <p>Class 03: Perfumery, cosmetics, soaps, non-medicated toilet preparations, deodorants for personal use, shaving preparations; products for care of the skin, hair, hands, mouth and teeth; cleaning, polishing, scouring and abrasive compositions.</p> <p>Class 04: Industrial oils and greases; hydraulic oils and lubricants; penetrating oils (being lubricants); fuels.</p> <p>Class 05: First aid outfits sold complete.</p> <p>Class 06: Hinges, non-electric locks and latches, and parts and fittings therefor; badges for vehicles; fasteners; pipes (not</p>

		<p>being boiler tubes or parts of machines) and connectors therefor; keys and key blanks; tanks for liquids, all of common metal; parts and fittings for motor land vehicles.</p> <p>Class 07: Alternators; air cleaners (air filters) for engines; compressors (machines); carburettors; fans and fan belts, all for engine cooling radiators (other than for land vehicles); clutches, exhausts, cooling radiators for engines, speed change gear, none for land vehicles; fuel feed apparatus for engines; fuel injection devices for internal combustion engines; electric generators; hydraulic lifting gear; oil cooling apparatus (for machines); pumps (other than petrol vending pumps, surgical pumps or air pumps being vehicle accessories); valves; power transmission take-off units for motor vehicle engines, for use as prime movers; parts for all the aforesaid goods; agricultural machines and agricultural implements; bushes and bearings, all being parts of vehicles, engines, motors or of machines; machine couplings; drive belts and drive chains, brakes, caps for cooling radiators, mechanical control apparatus for engines, brakes, clutches, accelerators or for transmission apparatus, hydraulic cylinders, hydraulic motors and hydraulic pipes, all for machines; electric motors, transmission gear and transmission shafts, none for land vehicles; constant velocity joints; hitches and implements, all for tractors, engine parts, connecting rods, and control cables; ignition apparatus and ignition distributors, all for internal combustion engines; filters (parts of engines, motors or of machines); tappets, ignition glow plugs and spark plugs, pistons, piston rings, rocker arms, manifolds and camshafts, all for engines; universal joints; turbo-superchargers for vehicle engines; earthmoving, earthworking, excavating, loading and tipping machines; pulleys for machines; parts and fittings for motor land vehicles and for engines; engines (not for land vehicles), but not including engines for aircraft; machines for the repair and servicing of vehicles.</p> <p>Class 08: Lifting jacks; hand tools and instruments for use in the assembly, operation, repair, maintenance and servicing of vehicles; parts of the aforesaid goods; can openers; ice scrapers.</p>
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		<p>Class 09: Radio apparatus, sound reproducing equipment, telecommunication equipment, electric accumulators, aerials, electric batteries and mountings, loud speakers, voltage regulators, all for private or commercial motor vehicles; electrical and scientific apparatus for use in the repair and servicing of vehicles; anti-theft warning devices; electric blowers; electric lighters; electric circuit breakers; commutators; electric condensers; electric connections; electric cables; electric fuses; electric fuse boxes; electric control apparatus and instruments for motor vehicles and engines; electrical sensors; fire extinguishing apparatus; gauges; instrument panels and clusters; lenses for lamps; odometers; printed electrical circuits; electric relays; electric switches; speedometers; tachometers; temperature sensors; voltmeters; electric wiring harnesses; ammeters; tape players; compact disc players; testing apparatus; computer software; parts and fittings for motor land vehicles; calculators; tape cassettes; computer games; recording media; storage boxes for recording media; car telephone installations; car vacuum cleaners; highway emergency warning equipment; cleaning equipment for motor vehicles; magnets; tape measures; thermometers; compasses; computer games.</p> <p>Class 11: Apparatus and installations for the lighting of vehicles; lamp assemblies; anti-dazzle devices being lamp fittings for vehicles; bulbs for lamps and holders (being lamp fittings) therefor; lamp reflectors and reflectors for vehicles; flash lights; torches; apparatus and installations for air conditioning and for ventilating vehicles; apparatus and installations for the heating of vehicles.</p> <p>Class 12: Vehicle axles; motor vehicle bodies; brake callipers, braking installations, draw bars, bumper bars, clutches, differential gears, drive gears, drive shafts, engines and motors, fans for engines, gear change selectors, transmissions, transmission shafts, radiators, radiator caps, exhausts, hydraulic cylinders and motors, couplings, carrying bearings and fan belts, all for land vehicles; chassis for motor vehicles; manual and power steering apparatus (other than automatic), personal safety restraints, seats, sliding roofs, steering columns, all for vehicles; vehicle</p>
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		<p>wheel hubs; vehicle wheels; parts for all the aforesaid goods; deflectors, direction indicators, doors, hatches, upholstery, handles for doors, horns, mirrors (retrovisors), mud-flaps, roof-racks, shock absorbers, springs, stabiliser bars, starter motors, steering wheels, steering linkages, suspensions, torsion bars, tow bars, windows, window winding mechanisms, windscreen wipers, all for vehicles; arm rests for motor vehicles, balance weights for vehicle wheels; brake pads and brake linings, all for land vehicles; cabs for trucks and for tractors; caps for vehicle fuel tanks; mechanical controls for engines, brakes, clutches, accelerators and for transmissions, mountings for engines, all for land vehicles; tanks, engine noise shields, protective covers, radiator grilles, reservoirs for fluids, stowage boxes and stowage compartments, wheel carriers, all being parts of vehicles; tilt mechanisms for vehicle cabs; trim panels for vehicle bodies; motor land vehicles; parts and fittings for motor land vehicles or for engines.</p> <p>Class 16: Books; periodicals; magazines (publications) and newspapers; diaries; calendars; spare parts lists; maintenance manuals and advertising materials, all being printed publications; pens; pencils; desk ornaments, paper knives; office requisites; instructional and teaching material; playing cards.</p> <p>Class 17: Fasteners and connectors, all made of plastics materials, for pipes and cables; flexible covers made of rubber or of plastic materials for protecting mechanical components; mountings made of rubber or plastics materials for engines, transmission assemblies and for exhausts; plastics materials in the form of sheets (non- textiles) for use in the manufacture of roof coverings for vehicles; clutch linings; gaskets (other than fibrous gaskets for ships); washers (other than washers for water taps) made of rubber, plastics materials or vulcanised fibre; grommets made of rubber or of plastics materials; sealing and caulking compounds (in the nature of jointings or packings); insulating material; non-metallic hoses; oil seals (packings); strips made of rubber or of plastics materials for sealing joints; and parts and fittings for motor land vehicles.</p> <p>Class 20: Storage containers; non-luminous</p>
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		<p>signs; boxes; canisters; vehicle registration plates; seat cushions; pillows; clamps; pennants; all of non-metal, all being parts and fittings for motor land vehicles; furniture, mirrors, picture frames; blinds; articles of wood or of plastics.</p> <p>Class 21: Cleaning cloths; glassware, glass vessels, model vehicles made of glass, drinking glasses, pewter vessels; crockery.</p> <p>Class 22: Non-metallic tow ropes.</p> <p>Class 24: Textile articles; towels; blankets, flags and pennants (none of paper); pot holders.</p> <p>Class 25: Articles of clothing; footwear; headwear, headgear; articles of sports clothing.</p> <p>Class 27: Carpets, rugs, mats and matting; floor coverings.</p> <p>Class 28: Games and playthings; gymnastic and sporting articles; model cars.</p> <p>Class 34: Smokers' articles; cigar and cigarette lighters, cigar cutters; cigar and cigarette boxes and cases; ashtrays; tobacco pouches; tobacco pipes; pipe cleaners; matches.</p> <p>Class 35: Business consultancy services and business management advisory services, both relating to the manufacture, provision, distribution, sale, maintenance, restoration and repair of motor vehicles, tractors, agricultural apparatus or instruments, engines, transmissions of earth moving, earth working or excavating machines, bulldozers, loading mechanisms or tipping mechanisms, compressors, electric generators, hydraulic and lifting gear, hydraulic cylinders, hydraulic motors or hydraulic pipes, loading or tipping machines, of agricultural implements or of parts and fittings; export and import of vehicles, their parts and fittings all relating to the above; organisation of promotional goods programmes; consultancy services relating to organisation of promotional goods programmes.</p> <p>Class 36: Credit card services; cheque account services; credit services; provision of finance for credit sales; hire purchase</p>
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		<p>financing; lease purchase financing; corporate financing; insurance, warranty, financing, hire purchase and lease purchase financing services; all relating to motor vehicles, tractors, agricultural apparatus or instruments, engines, transmissions, earth moving, earth working or excavating machines, bulldozers, loading mechanisms or tipping mechanism, compressors, electric generators, hydraulic lifting gear, hydraulic cylinders, hydraulic motors or hydraulic pipes, loading or tipping machines, to agricultural machines or to agricultural implements or parts or fittings all relating to the aforesaid.</p> <p>Class 37: Maintenance, repair, restoration, inspection, care, cleaning, painting and polishing of motor land vehicles, civil engineering construction machines, agricultural machines, internal combustion engines or of parts and fittings for all these goods; diagnostic or Inspection services, all for motor cars or for parts and fittings therefor, or for internal combustion engines, consultancy services relating to maintenance, repair, restoration, inspection, care, cleaning, painting and polishing of vehicles and their parts and fittings and for the supply of parts for motor land vehicles.</p> <p>Class 38: Telephone services relating to vehicle radio telephones; telecommunication services and paging services; all for private or commercial motor vehicles.</p> <p>Class 39: Rental, leasing or hiring of vehicles or of agricultural equipment; recovery services; transportation of people in vehicles; warehousing and distribution of vehicle parts; travel agency.</p> <p>Class 40: Engraving; surface treatment and finishing, all of metals, plastics, textiles, glass, wood, leather, rubber and of ceramics; all for motor land vehicles and of parts and fittings therefor.</p> <p>Class 41: Organising and conducting sports and recreational competitions and functions; provision of sports facilities; museum services; education or training services, both relating to the management of businesses connected with motor land vehicles or agricultural or construction apparatus or engines or transmissions, or parts and fittings</p>
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2006108	JAGUAR	18 October 1996	<p>Class 35: Business consultancy services relating to provision, distribution, sale, maintenance, repair and restoration of vehicles, their parts and fittings; export and import of vehicles, their parts and fittings; organisation of promotional goods programmes; consultancy services relating to organisation of promotional goods programmes.</p> <p>Class 36: Credit card services; cheque account services; credit services; provision of finance for credit sales; hire purchase financing; lease purchase financing; corporate financing; financial services relating to the motor trade or to motor vehicles; insurance services; insurance services relating to the motor trade or to motor vehicles.</p> <p>Class 39: Hire and leasing of motor vehicles; services relating to the transportation of people in vehicles; warehousing and distribution of vehicle parts; travel agency.</p> <p>Class 41: Organising and conducting sports and recreational competitions and functions; provision of sports facilities; museum services; education and training for motor trade personnel; organisation of sporting and entertainment functions; consultancy services relating to the organisation of sporting and entertainment functions.</p> <p>Class 42: Research, development and testing of new products and materials; advisory and consultancy services relating to research, development and testing of new materials.</p> <p>Class 43: Hotel services; restaurant and catering services.</p>

