

Dear Clients & Friends

Designs

Take your PIC of Designs!

There is now added incentive for companies in Singapore who have designs on having good designs. Pursuant to initiatives first announced in the Singapore Budget 2010, the DesignSingapore Council has begun administering the new Productivity and Innovation Credit for Investments in Design (“**PIC for Design**”) scheme. The PIC for Design scheme was first implemented on 1 June 2010 and essentially allows for sizeable tax deductions for companies that invest in the innovation and development of products that are well-designed. Please **click here** to read more.

Trade Marks

Singapore Court of Appeal considers “Valentino” a common name which cannot be monopolised

In *Valentino Globe BV v Pacific Rim Industries Inc* [2010] SGCA 14, the appellant failed in its attempt before the Singapore Court of Appeal to stop the respondent from registering its mark on grounds of confusion and bad faith. The appellant was the owner of trade mark registration rights in Singapore for a wide range of “Valentino” trade marks bearing various designs. The respondent sought to register the mark “Emilio Valentino & V Device” (the “**Application Mark**”) in Class 18 in respect of leather goods. The appellant’s opposition to the Application Mark had been refused by the Registrar of Trade Marks and its appeal to the High Court was also rejected. The Court of Appeal agreed with the decisions below and dismissed the appellant’s appeal. Please **click here** to read more.

Israel’s accession to the Madrid Protocol

Israel joined the international trade mark system with its accession to the Madrid Protocol on 31 May 2010. The Madrid System will come into force in Israel on 1 September 2010, offering trade mark owners a cost-effective and convenient means of protecting and managing their international trade mark portfolio. The WIPO-administered Madrid System enables a trade mark to protect a mark in up to 85 countries by filing one application, in one language (English, French or Spanish), and with one set of fees in one currency (Swiss Francs).

Israel is the 85th member of the Madrid System. The Madrid System is governed by two treaties - the Madrid Agreement Concerning the International Registration of Marks (1891) and the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (1989). Singapore has been a member of the Madrid Protocol since 31 October 2000.

WIPO Director General Francis Gurry noted that “Israel’s membership of the Madrid Protocol offers a valuable option for Israeli enterprises to export and leverage Israeli brands in international markets with significant opportunities for business development”, and will “facilitate market access and the channelling of resources to Israel by foreign trademark holders”. The wider geographical coverage of the Madrid System also makes it a more attractive and relevant option for businesses operating in international markets.

For further information, please **click here** to read the press release issued by WIPO on this development. The press release is available from the WIPO website **www.wipo.int**

General

ASEAN IP DIRECT: IPOS directory of IP-related resources and services

On 4 May 2010, the Intellectual Property Office of Singapore (the “**IPOS**”) launched a new directory which provides information about ASEAN Member States’ IP-related resources and services such as legislation, dispute resolution bodies, sources for grants/loans and government incentives for investment in technology and research and development, technology transfer/licensing offices, rights management organisations and IP awareness and public

education.

The IPOS refers to the new “one-stop” resource directory as “ASEAN IP Direct”. The directory is available on the IPOS website and is divided into the following eight countries. For further details, please click on the provided links to view.

- **Brunei Darussalam**
- **Indonesia**
- **Malaysia**
- **Myanmar**
- **Philippines**
- **Thailand**
- **Singapore**
- **Vietnam**

Please **click here** to read the IPOS announcement on this development from the IPOS website www.ipos.gov.sg

Further information

Should you have any queries as to how these developments may affect your business, please do not hesitate to get in touch with your usual contact at Allen & Gledhill LLP or any of the following:

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