



OFFICE OF THE DIRECTOR GENERAL

BELL FILMS, INC.,  
Appellant,

-versus-

UNIVERSAL CITY STUDIOS, INC.,  
Appellee.

x-----x

APPEAL NO. 14-2013-0001  
IPC No. 14-2001-00033  
Opposition to:

Application No. 4-1995-99358  
Date Filed: 30 March 1995  
Trademark: UNIVERSAL RECORDS

NOTICE

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**IPOPHL LIBRARY**  
Documentation, Information  
and Technology Transfer Bureau  
Intellectual Property Office  
Taguig City

**NATHANIEL S. AREVALO**  
Director, Bureau of Legal Affairs  
Intellectual Property Office  
Taguig City

**IPPHL LIBRARY**  
DATE: DEC 18 2014  
BY: *[Signature]*

GREETINGS:

Please be informed that on 15 December 2014, the Office of the Director General issued a Decision in this case (copy attached).

Taguig City, 15 December 2014.

Very truly yours,

*[Signature]*  
**ROBERT NEREO B. SAMSON**  
Attorney V

**IPPHL**  
CERTIFIED TRUE COPY  
DATE: *[Signature]*

**ROBERT NEREO B. SAMSON**  
ATTORNEY V  
Office of the Director General





OFFICE OF THE DIRECTOR GENERAL

BELL FILMS, INC.,  
Respondent-Appellant,

Appeal No. 14-2013-0001

-versus-

IPC No. 14-2001-00033

Opposition to:

UNIVERSAL CITY STUDIOS, INC.,  
Opposer-Appellee.

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X-----X

DECISION

BELL FILMS, INC. ("Appellant") appeals the decision<sup>1</sup> of the Director of Bureau of Legal Affairs ("Director") sustaining the opposition to the registration of the mark "UNIVERSAL RECORDS".

Records show that UNIVERSAL CITY STUDIOS, INC. ("Appellee") opposed the registration of the Appellant's Trademark Application No. 4-1995-99358 for UNIVERSAL RECORDS for use on music phonograph products such as cassette tapes, company discs, laser discs, and digital audio tapes. The Appellee claimed that it would be damaged by the registration of UNIVERSAL RECORDS.

The Appellee maintained that it is the owner of the mark "UNIVERSAL" which it has registered around the world including the Philippines and that it has been issued certificates of registration for use on films, entertainment services, namely, productions of motion picture films for theatrical and television use and distribution of such films. The Appellee asserted that UNIVERSAL RECORDS so resembles its mark as to be likely when applied to or used in connection with the goods of the Appellant, to cause confusion, mistake and deception on the part of the purchasing public by misleading them into thinking that the Appellant's goods either come from the Appellee or are sponsored or licensed by it. The Appellee claimed that the Appellant's registration and use of UNIVERSAL RECORDS will diminish the distinctiveness and dilute the goodwill of UNIVERSAL. The Appellee stated that UNIVERSAL is protected under the provisions of the Trademark Law, the Intellectual Property Code of the Philippines ("IP Code"), the Paris Convention, and the Agreement on Trade-Related Aspects of Intellectual Property Rights ("TRIPS Agreement").

In answer to the Appellee's opposition, the Appellant maintained that it has prior use of, and continuous to use UNIVERSAL RECORDS with respect to music products and has established goodwill in the Philippines through its presence in the

<sup>1</sup> Decision No. 2012-224 dated 15 November 2012.



CERTIFIED TRUE COPY  
DATE:                     

ROBERT NEREO B. SAMSON  
ATTORNEY V  
Office of the Director General

Republic of the Philippines  
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