



JOLLIBEE FOODS CORPORATION,
Opposer,

-versus-

MARKETVENTURE DISTRIBUTOR
SALES INC.,

Respondent-Applicant.

IPC No. 14-2011-00012

Opposition to:

Appln. Serial No. 4-2010-006568

Date Filed: 18 June 2010

Trademark: JOLLIBOY

x-----x Order No. 2014 - 202 (D)

ORDER

JOLLIBEE FOODS CORPORATION ("Opposer"), filed on 18 January 2011 an opposition to Trademark Application No. 4-2010-006568 on the ground that the registration of the mark "JOLLIBOY" will violate Section 123.1 (d), (e) and (f) of R.A No. 8293, also known as the Intellectual Property Code of the Philippines ("IP Code").

Pursuant to the Regulations on the Inter Partes Proceedings, this Bureau issued a Notice to Answer and served a copy thereof to MARKET ADVENTURE DISTRIBUTOR SALES INC., (Respondent-Applicant) on 07 March 2011. The Respondent-Applicant did not file its Answer.

On 25 March 2011, the Respondent-Applicant filed a letter addressed to the Bureau of Trademark stating that it is abandoning the prosecution of the mark JOLLIBOY with Application No. 4-2010-006568, attaching thereto a copy of the Secretary's Certificate issued by MARKET ADVENTURE DISTRIBUTOR SALES INC., indicating the authority of the lawyers of the law firm of Fortun Narvasa and Salazar to expressly abandon the subject trademark application.

Accordingly, in view of the express abandonment by the Respondent-Applicant of the subject trademark application, there is no more reason nor basis to proceed with this case.

WHEREFORE, premises considered, the instant opposition case is hereby **DISMISSED**. Let the filewrapper of Trademark Application Serial No. 4-2010-006568 be returned, together with a copy of this Order to the Bureau of Trademarks (BOT) for information and appropriate action.

SO ORDERED.

Taguig City, 22 December 2014.


ATTY. NATHANIEL S. AREVALO

Director IV
Bureau of Legal Affairs

Copy furnished:

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