

DAISO INDUSTRIES CO., LTD.,
Opposer,

-versus-

MA. OLIVIA D. TAN,
Respondent- Applicant.

X-----X

}
} **IPC No. 14-2012-00365**
} Opposition to:
} Appln. Serial No. 4-2012-002507
} Date Filed: 29 February 2012
} **TM: "MY SHOP- ALL DAISO"**
}

NOTICE OF DECISION

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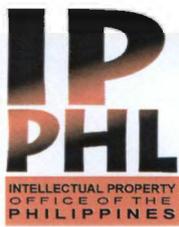
GREETINGS:

Please be informed that Decision No. 2016 - 455 dated December 12, 2016 (copy enclosed) was promulgated in the above entitled case.

Pursuant to Section 2, Rule 9 of the IPOPHL Memorandum Circular No. 16-007 series of 2016, any party may appeal the decision to the Director of the Bureau of Legal Affairs within ten (10) days after receipt of the decision together with the payment of applicable fees.

Taguig City, December 13, 2016.


MARILYN F. RETUTAL
IPRS IV
Bureau of Legal Affairs



DAISO INDUSTRIES CO., LTD.,
Opposer,
 -versus-
 MA. OLIVIA D. TAN,
Respondent-Applicant.

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IPC No. 14-2012-00365
 Opposition to:
 Application No. 4-2012-002507
 Date Filed: 29 February 2012
 Trademark: "MY SHOP-ALL
 DAISO"
 Decision No. 2016- 455

DECISION

DAISO INDUSTRIES CO. LTD.¹ ("Opposer") filed an opposition to Trademark Application Serial No. 4-2012-002507. The application, filed by Ma. Olivia D. Tan² ("Respondent-Applicant"), covers the mark "MY SHOP-ALL DAISO" for use as "retail stores or online stores for household goods, home products, bathwares, electronics, hardware, kitchenware, general merchandise, management and franchising of retail services" under Class 35 of the International Classification of Goods and Services.³

The Opposer alleges:

x x x

"The grounds for opposition are as follows:

"6. The approval of the application in question is contrary to Section 123 (d), (e) and (f) of Republic Act No. 8293, otherwise known as the Intellectual Property Code of the Philippines ('IP Code'), which provides as follows:

x x x

"7. The approval of the application in question will violate opposer's right to its Philippine trademark application 'DAISO' covered by Application Serial No. 4-2008-001298 with earlier filing date of 2 February 2008, for goods and services covered under Class 35; and to the opposer's registered 'DAISO' trademark with earlier filing dates, filed in Japan and other countries for the goods and retail services covered under Classes 21 and 35, and the right of opposer to extend the use thereof to other goods and services. All of the foregoing registrations continue to be in full force and effect.

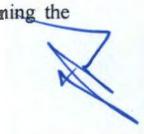
x x x

"8. The opposer's internationally famous and well-known trademark 'DAISO' is also entitled to protection as a trademark under the pertinent provisions of

¹A foreign corporation duly organized and existing under the laws of Japan, with business address at 1-4-14 Saiyo Yoshiyukihigashi Higashi Hiroshima City, Japan.

²With address at 35 Sandiko St., BF Homes, Brgy. Holy Spirit, Capitol Hills, Quezon City, Metro Manila.

³The Nice Classification is a classification of goods and services for the purpose of registering trademark and service marks, based on a multilateral treaty administered by the World Intellectual Property Organization. The treaty is called the Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks concluded in 1957.



Article 6bis of the Paris Convention which have been incorporated in Sections 123.1 (e) and (f) of the IP Code.

"9. Respondent-applicant's mark 'MY P88 D.A.I.S.O. STORE' is confusingly similar to the above-mentioned 'DAISO' trademarks of opposer; it is intended to ride on the popularity and goodwill of the opposer's mark and to confuse, deceive and/or mislead the purchasing public into believing that respondent-applicant's goods or services are the same as or connected with the goods sold from the retail services operated by the opposer.

"10. The approval of the application in question will cause great and irreparable damage and injury to herein opposer.

"11. The opposer herein shall rely on the following facts to support and prove its opposition, all mainly lifted from the Affidavit of Daiso Japan's witness including its supporting exhibits, while reserving the right to present evidence to prove other facts which may be necessary in the course of these proceedings, depending upon the evidence which may be introduced by respondent-applicant.

"11.1. An authenticated original copy of the evidentiary affidavit of Daiso Japan's witness, Mr. Yuwa Watanabe, the General Manager of the Store Development Department of Daiso Japan is attached hereto x x x

"11.2. The said evidentiary affidavit and its supporting evidences are made an integral part of this Verified Opposition and will be cross-referenced herein as integral supporting evidence.

"12. As mentioned above, the opposer is the applicant for the Philippines trademark 'DAISO,' with Application Serial No. 4-2008-001298, with an earlier filing date of 2 February 2008, and is the prior user of said mark for services covered under Class 35, specifically, 'Sale promotion for others, Franchising, namely, offering technical assistance in the establishment and/or operation of retail store services featuring a wide variety of consumer goods, Professional business consultancy and business management assistance for franchisees, Procurement services for franchisees including the purchasing of goods and services for franchisees' business' x x x

"13. The opposer is also the registered owner of the 'DAISO' mark and prior user of said mark in numerous jurisdictions around the world for services and goods covered also under Class 35 x x x

"14. The opposer's DAISO mark is an internationally known trademark and tradename based on its use in commerce since 1977. To further protect its ownership of the trademark and tradename, the opposer secured the extensive registration of the trademark DAISO in numerous jurisdictions around the world, which reaffirmed the international fame of the brand.

"15. DAISO, in Japanese means, 'Big Creation.' On 13 April 2001 and 21 January 2005, the opposer successfully sought in Japan the registration of the Japanese equivalents of 'THE DAISO' mark (Registration Nos. 44466071 and 4833472, respectively) in respect of goods under Classes 1 to 9, 11, 13 to 22, 24 to 32, and 34, specifically representing numerous types of consumer goods varying from soaps, detergents or

flower pots. The original authenticated copies of said certificates of registration issued by Japan are attached as Exhibit 1-2.

"16. From thereon, Daiso Japan became the registered owner of the trademark DAISO and DAISO JAPAN marks in more than twenty other countries and territories around the world mainly including U.S.A., Canada, Hong Kong, and U.K., for services covered under Class 35, namely: 'Retail store services featuring a wide variety of consumer goods, Franchising, Professional business consultancy and business management assistance for franchisees.' At present, Daiso Japan has, around the world, a total of forty-one (41) service mark registrations for DAISO and DAISO JAPAN. A sampling of thirty-one (31) original authenticated copies of said certificates of registrations issued by various jurisdictions around the world are attached herein as Exhibits A-3 to A-33. It must be noted that a service mark for retailers can become registrable starting only on 1 April 2007 in Japan and therefore, Daiso Japan's mark DAISO was filed for service mark registration on 26 June 2007, and registered on 2 October 2009 and 24 June 2011.

"17. Clearly, the opposer's DAISO marks are well-known marks because of numerous trademark registrations worldwide and the great volume of its worldwide sales. The said trademark is advertised extensively in Japan and other countries throughout the world.

"18. As of today, the opposer sells 70,000 product lines bearing the DAISO trademark and tradename and endeavors to introduce over 1,000 new products every month to constantly upgrade its retail goodwill. Its head office is occupied by numerous sales promotions from all over the world, but only a small number of products make it on Daiso stores' shelves due to opposer's strict focus on products and quality.

"19. The opposer's products are sold through 550 stores around the world (as of April 2010), such as the Singapore IMM Mall Daiso store which has an area of 2,809 sq. m. Through these stores, the DAISO mark has extended to 21 countries in several regions, namely: the United States, Canada, Singapore, Bahrain, Kuwait, Qatar, U.A.E., Indonesia, New Zealand, Thailand, Taiwan, Hong Kong, Macau, Romania, and other countries. In its domestic front, Daiso Japan has 2,570 stores across Japan (as of April 2010) including its largest stores, the Giga Funabishi Daiso store which has an area of 6,600 sq. m. floor space and the Giga Machina Daiso store which has an area of 5,280 sq. m. floor space. x x x

"20. Moreover, the long use of, and the large amounts spent by the opposer for advertisement and promotion/publicity worldwide for the various goods bearing their aforementioned trademarks which, together with the volume of sales of said goods, have contributed immensely to the international recognition is evident from the global sales figures of Daiso Japan's products. Based on Daiso Japan's financial records, the total value of the worldwide sales of DAISO for the period of 2009 to 2011 are as follows:

x x x

"21. In addition, in promoting and advertising Daiso Japan's DAISO branded products around the world, numerous articles and advertisements of Daiso Japan's DAISO products have appeared on publications, newspapers and magazines of international and foreign circulation. Samples of these media advertisements, handouts, promotional materials, flyers bearing the DAISO mark, with corresponding English-translations are attached hereto as Exhibit A-35. 

"22. The products identified as DAISO brand are also featured in Daiso Japan's highly interactive internet websites, some of which may be accessed at <http://www.daisojapan.com/>, <http://www.daiso-sangyo.co.jp/english/index.html>, <http://www.daisocanada.com/>, <http://www.daisome.com/>, or <http://www.daiso.ro/>. Moreover, as featured in <http://www.japan-guide.com/e/e2077.html> (last accessed, 1 August 2012), Daiso Japan is the market leader in the survey of '100 Yen Shops (Japanese: hyaku-en shop) sell[ing] a wide range of products for 105 Yen per item (100 Yen plus 5 percent consumption tax). This corresponds to roughly one US dollar per item, making the shops a great source for travelers and residents on a budget.' The authenticated screen printouts of these websites are attached herein as Exhibit A-36.

"23. Thus, it is clear that the opposer's DAISO marks have therefore become very strong and popular marks with a well-established goodwill and solid business reputation throughout the world.

"24. Pertinently, it is worth noting that this is not the first time the opposer has prosecuted and defended its rights over its DAISO marks in the Philippines against opportunistic trademark infringers.

"24.1. On 30 April 2007, a certain entity, Japan Home, Inc. ('Japan Home') managed to register the trademark DAISO in the Philippines and obtain Certificate of Registration No. 4-2005-002438 for the mark 'DAISO and its Japanese equivalent' for goods in classes 21 and 35.

"24.2. As a prior user and registered owner of the mark DAISO since 1977, Daiso Japan filed on 9 February 2009 a verified petition for cancellation of Japan Home's 'DAISO and its Japanese equivalent mark.' The case was docketed with the Intellectual Property Office of the Philippines' Bureau of Legal Affairs as 'Daiso Industries Co., Ltd. vs. Japan Home, Inc.' with Inter Partes Case No. 14-2009-0047.

"24.3. On 13 June 2012, the Office of the Director General of the Intellectual Property Office of the Philippines rendered a Decision by finding that the DAISO mark of Daiso Japan as a well-known mark and Japan Home's mark is identical or confusingly similar with Daiso Japan's well-known DAISO mark, hence, must be cancelled. x x x

"24.4. Japan Home filed an appeal with the Court of Appeals and the appeal is pending.

"25. With this Honorable Intellectual Property Office, as a competent authority, already declaring in a previous inter partes case ('Daiso Industries Co., Ltd., vs. Japan Home, Inc.' with Inter Partes Case No. 14-2009-0047) that the opposer's DAISO mark is an internationally well known mark, it is clearly applicable in the present case-hence, the DAISO mark has already been declared an internationally well-known mark. The relevant portion of the said Decision (pp. 11-13) reads:

x x x

"26. As shown above, this Honorable Intellectual Property Office, as a competent authority, already made a declaration in a previous inter partes case ('Daiso Industries Co., Ltd. vs. Japan Home, Inc.' with Inter Partes Case No. 14-2009-047), that

the opposer's DAISO mark is already a competent-authority-declared internationally well known mark, hence, it is clearly applicable in the present case- i.e. the DAISO mark has already been declared an internationally well-known mark.

"27. As cited and presented in the said Decision by the Director General of this Honorable Office, it correctly found that Daiso Japan is the prior user and originator of the mark DAISO, as well as its DAISO mark being a well known mark. The IPO Director General was able to note the prior use, duration and extent of the use of the mark by Daiso Japan; the extensive market share of the mark as used by Daiso Japan; the inherent distinction of the mark DAISO; and the extent to which the mark has been registered around the world.

"28. In addition, there has been prior use of the mark DAISO by the opposer in the Philippines. Daiso Japan's products have been sold locally in the Philippines since 2006 and these products, as its records show, were traded, marketed and distributed, through its authorized dealer, Primestart Limited, a corporation organized under the laws of Hong Kong, by the D-I-Y (Do It Yourself) Shop Corp. ('DIY Shop') in the Philippines. Although, DAISO products are no longer distributed through the DIY Shop chain of stores due to business exigencies, in all likelihood, the DAISO branded products were sold through the various DIY Shops in the Philippines.

"The original authenticated copies of the bill of ladings (I), sales orders (II), and a sample invoice (III) showing sales of the DAISO products to Primesmart Limited for delivery to the Philippines are attached herein x x x.

"29. Moreover, it also bears stressing that the mark 'MY SHOP-ALL DAISO' of respondent-applicant is obviously not registrable because it's dominant descriptive and unique 'Daiso' word in the mark is not confusingly similar, but is identical to the above-mentioned well-known DAISO of opposer and is intended to ride on the popularity and goodwill of the opposer's DAISO marks for the opposer's DAISO products and retail stores, and to confuse, deceive and/or mislead the purchasing public into believing that respondent-applicant's shop or retail store services are the same as or connected with the DAISO retail stores of the opposer, its licensees and/or subsidiaries.

"30. It bears stressing that the way the Daiso word is played and inserted in the MY SHOP-ALL DAISO of respondent-applicant is depicted to describe that the retail store services being offered by the respondent-applicant is composed of all DAISO products of the opposer, hence, will result in a great likelihood of confusion.

"31. It is truly difficult to understand why, of the millions of terms and combination of letters, designs and descriptive words and available, the respondent-applicant had to choose exactly the same Daiso word as that of the opposer's DAISO mark in describing the respondent-applicant's shop.

"32. Thus, there is without question bad faith on the part of the respondent-applicant. The ruling of the Supreme Court in Shangri-la International Hotel Management, Ltd. et al v. Developers Group of Companies, Inc. is illustrative:

x x x

"33. In fact, in page 13 of the above-cited 13 June 2012 Decision (see Exhibit D) promulgated by the Office of the Director General of the Intellectual Property Office for the inter partes case docketed as 'Daiso Industries Co., Ltd. vs. Japan Home, Inc.' with 

Inter Partes Case No. 14-2009-00047, this Honorable Office has noted Japan Home's bad faith in adopting the 'DAISO' mark. It explained 'that the mark DAISO is a highly distinctive mark. Thus, the chances that it could have been mere coincidence that the two entrepreneurs, independent of each other, were able to coin identical marks for identical, similar, or closely related goods, is highly improbable. The field from which a person may select a trademark is in fact, practically unlimited. The more logical explanation or inference therefore, is that one copied or appropriated the mark of the other, especially if the apparent copycat fails to explain how he came up with the similar or identical mark,' The said Decision then proceeded to cite the Supreme Court in American Wire & Cable Company vs. Director of Patents x x x.

"34. This finding clearly finds application in the case at hand.

"35. Worth noting further is that DAISO retail stores offering one-price DAISO products is closely associated with the opposer and is in fact its primary mode of income and retail catering to the masses in Japan and the rest of the world where its stores are located. As a result, respondent-applicant's application of the 'MY SHOP-ALL DAISO' mark for retail affairs infringes and encroaches upon the property right of the opposer over the DAISO marks.

"36. Under the foregoing circumstances and pursuant to Sec. 123 (d), (e) and (f) of Republic Act No. 8293 as well as Article 6bis of the Paris Convention, the Intellectual Property Office is authorized to refuse all applications for trademarks which constitute a reproduction, translation or imitation of a trademark originally owned by a person, natural or corporate, who is a citizen of a country signatory to the Paris Convention for the Protection of Industrial Property and filed by persons other than the original owners thereof.

The Opposer's evidence consists of the affidavit of Mr. Yuwa Watanabe, Opposer's General Manager of the Store Development Department; copies of the registration certificates for the DAISO trademarks filed in Japan; copies of the registration certificates for the DAISO trademarks filed in other jurisdictions worldwide; copy of Daiso Japan's Corporate Profile brochure; sampling of Daiso Japan's media advertisements, handouts, promotional materials, flyers bearing the DAISO mark; screen printouts of Daiso Japan's interactive internet websites; copy of the Decision dated 13 June 2012 of the Office of the Director General of the IPO; copies of the bill of lading (I), sales orders (II), and a sample invoice (III) showing sales of Daiso Japan's DAISO products to Primesmart Limited for delivery to the Philippines; copy of the contents of the file wrapper for Daiso Japan's Philippine application for its DAISO mark with Application Serial No. 4-2008-001298; copy of Daiso Japan's Corporate Profile brochure; Special Power of Attorney issued in favor of Romulo Mabanta Buenaventura Sayoc & De Los Angeles; and the authenticated notarized verification and certification of non-forum shopping.⁴

⁴Marked as Exhibits "A" to "F", inclusive.

This Bureau issued a Notice to Answer and served a copy thereof upon Respondent-Applicant on 17 October 2012. Respondent-Applicant filed her Answer on 12 February 2013 and avers the following:

x x x

"Affirmative Defenses

"20. Respondent-Applicant states the foregoing by way of affirmative defenses as part and parcel of this instant answer;

"21. Moreover, Respondent-Applicant allege by way of affirmative defenses that the instant Verified Opposition should be dismissed on grounds hereinafter alleged;

"22. It should be emphasized that Opposer, Daiso Industries Co., Ltd., admitted that it is foreign corporation duly organized and existing under the laws of Japan. As a foreign corporation, it must comply with all requirements of the Philippine laws before it can institute an action before Philippine Courts or administrative agencies pursuant to Section 129 of Batas Pambansa Blg. 68, otherwise known as the Corporation Code of the Philippines, herein quoted below, to wit:

x x x

"23. Being a foreign corporation, Opposer is bound to comply with the laws, rules and regulations applicable to domestic corporations of the same class. Its capacity to sue must be affirmatively alleged in its Verified Notice of Opposition in order that it may proceed to effectively institute a case in the Philippine Courts and/or administrative agencies. Otherwise, the case cannot be entertained and must be dismissed immediately pursuant to Section 133 of the same law herein quoted below, to wit: x x x

"24. Under our laws, foreign corporations are allowed to institute any court action but must first be licensed to do business in the Philippines. No such allegation was ever made by the Opposer in its opposition. Be as it may, the Supreme Court has ruled that foreign corporation may have the right to sue before our Courts or administrative agencies, but our rules on pleadings require that the qualifying circumstances necessary for the assertion of such right should first be affirmatively pleaded.

"25. A simple and careful perusal of the alleged verified opposition clearly shows that such requirement was not complied with. They merely alleged the place where the summonses can be sent by this Honorable Office, to wit:

x x x

"26. In the absence of the qualifying circumstances of its capacity to sue, the Opposer has no capacity to institute an instant Opposition;

"27. As a foreign corporation, the opposer can act only through an agent pursuant to Section 23 of the Corporation Code, herein quoted below,

x x x



"28. A juridical entity, unlike a natural person, can only perform physical acts through properly designated individuals. The verification and certification against forum shopping where the Opposer is a juridical entity, like corporation in the case of Opposer, may be executed by properly authorized persons. As long as he is duly authorized and has personal knowledge of the facts required to be disclosed in the verification and certification against forum shopping, he can sign the verification and certification against forum-shopping;

"29. A review of the records would yield that the General Manager, Mr. Yuwa Watanabe, is not duly authorized by the Corporation to sign the verification and certification against forum shopping. On the contrary, it was their legal counsel, ROMULO MABANTA BUENAVENTURA SAYOC & DELOS ANGELES, who was vested with the authority to execute on behalf of the Corporation the Verification and Certification Against Forum Shopping, in accordance with the form prescribed under the Philippine Supreme Court circulars and Rules of Court x x x. A self-serving allegation of authority is insufficient to comply with the requirements;

"30. Even assuming, without admitting, that the Verification and Certification Against Forum Shopping is duly signed by their counsel in the Philippines, the verification and certification are still defective.

"31. It is well settled that foreign laws do not prove themselves in our jurisdiction and our Courts and/or administrative agencies are not authorized to take judicial notice of them. Like any other fact, they must be alleged and proved; otherwise, they will be presumed or deemed to be the same as those of the Philippines.

"32. An Officer's authorities may be derived from some provision of statute or the articles of incorporation. It may be contained in a by-law and/or may also be conferred by a resolution of the board of directors, provided the resolution does not attempt to delegate non-delegable powers;

"33. Nothing in the Manager's Certificate or Special Power of Attorney indicated that it is within his power and duty to make and keep records of the Corporation and to make proper entries of the votes, resolution and proceedings of the stockholders and directors in the management of the Corporation and all other matters required to be entered on the records;

"34. Applying the doctrine cited in paragraph 31 of the instant Verified Answer, it is the Corporate Secretary who keeps proper records of minutes and proceedings of the board and/or stockholders meetings and not the GENERAL MANAGER;

"35. In the absence of showing proper authority to certify the minutes of the Board Meetings, the Manager's Certificate and/or the Special Power of Attorney issued in favor of their counsel, ROMULO MABANTA BUENAVENTURA SAYOC & DELOS ANGELES, produces no legal effect whatsoever;

"36. Further, even if there was a properly executed authorization, an entity such as the Law Offices of ROMULO MABANTA BUENAVENTURA SAYOC & DELOS ANGELES cannot sign the Verification and Certification against Forum

Shopping since it cannot be assumed that it has personal knowledge of the circumstances of the Oppositor covering their interest over this matter. A counsel is only privy over legal matters that it was engaged to provide. Only a duly qualified officer of the foreign corporation will naturally have all or substantially all of the knowledge concerning their opposition and whether there was any other legal proceeding involving the same parties and over the same subject matter;

"37. Thus, the Verified Opposition lacks the requirement to make it a valid opposition that this Honorable Office can take cognizance of;

"38. The term 'confusingly similar' refers to such resemblance between a mark or trade name of a person and that of another as to likely, when applied to or used on their respective goods, business or services, cause confusion or mistake on the part of the purchaser as to the goods or services or as to their source of origin;

"39. It has been held that in determining whether two marks or trade names are confusingly similar, the test is not simply to take their words and compare their spelling and pronunciation. Rather, it is to consider the two marks or trade name in its entirety, as they appear in their respective labels in relation to the goods to which they are attached. The discerning eye of the observer must focus not only on the predominant words but also on the on the other features appearing in both labels in order that he may draw his conclusions whether one is confusingly similar with the other, such as sizes of the container of the goods, the colors and the goods on which the marks or trade names are used. Further, the ordinary purchaser must be thought of as having, and credited with, at least a modicum of intelligence to be able to see the obvious difference between the two marks or trade names. Assuming without admitting, that there are similarities between two competing marks or trade names does not, by itself, make them confusingly similar, where there are substantial difference in their design and general appearance;

"40. Except the general and self-serving allegations that the mark sought to be registered by the Respondent-Applicant is confusingly similar with the mark of the Opposer, nothing has been alleged and proved on how the mark of the Respondent-Applicant will cause confusion on the purchasing public;

"41. Obviously, a simple perusal and even without careful examination, of the 'DAISO' mark of the Opposer and 'MY SHOP ALL DAISO' mark of the Respondent-Applicant will immediately and clearly reveal that the two marks are not nearly identical and will never cause confusion, mistake or deception on the part of the ordinary prudent purchasers into thinking that the goods of the respondent-applicant are similar to or originated from the opposer. Aside from the word 'DAISO', there are no similar words that exist in both names. Even a person who cannot spell or read will automatically know the difference;

"42. The purchasing public cannot be considered as ignorant that they cannot differentiate between the two. Even a side-by-side comparison would show that the two are entirely different from the other. The composition of the number of words comprising the allegedly conflicting trademark already shows a big difference;

"43. As to the features of the marks, the very feature of the opposer's mark is only 'DAISO', however, the feature of the Respondent-Applicant's mark is the whole phrase 'MY SHOP ALL DAISO'. Respondent-Applicant did not disclaim any single word to serve as the feature of her mark. Nowhere in the Verified Opposition does it clearly allege on how these two marks will confuse the general purchasing public. It is only their erroneous conclusion of acts and self-serving statements over which they relied on as to their opposition;

"44. In paragraph 6 of the Opposition, the legal basis cited by the Opposer in Opposing the application of the Respondent-Applicant is inapplicable in the instant case. The obvious intent is to mislead this Honorable Office in deriving a just and fair decision. To wit:

x x x

"45. A simple, even without careful, reading of the law would easily indicate that the above provision is applicable only when the mark of the Opposer has been registered in our jurisdiction with early filing or priority date;

"46. In Exhibit ' as attached to the opposition, nowhere was it shown that the mark 'DAISO' sought to be registered by the Opposer has been granted. In paragraph 7 of the Opposition, Opposer even judicially admitted that they are merely an applicant of the 'DAISO' mark and not as registrant. Thus, the above provision is not applicable to them;

"47. In paragraph 8 of the Opposition, the Opposer seeks the protection of their unregistered mark under pertinent provision of Article 6bis of the Paris Convention which have been incorporated in Section 123.1 (e) and (f) of the IP Code: x x x

"48. Art. 6bis was first introduced at The Hague in 1925 and amended in Lisbon in 1952. It is a self-executing provision and does not require legislative enactment to give it effect in the member country. It may be applied directly by the tribunals and officials of each member country by the mere publication or proclamation of the Convention, after its ratification according to the public law of each state and the order for its execution;

"49. The essential requirement under Article 6bis is that the trademark to be protected must be 'well-known' in the country where protection is sought. The power to determine whether a trademark is well-known lies in the 'competent authority of the country of registration or use.' This competent authority would be either the registering authority if it has the power to decide this, or the courts of the country in question if the issue comes before a court;

"50. Pursuant to Article 6bis, on November 20, 1980, then Minister Luis Villafuerte of the Ministry of Trade issued a Memorandum to the Director of Patents. The Minister ordered the Director that:

x x x

"51. Three years later, on October 25, 1983, then Minister Roberto Ongpin issued another Memorandum to the Director of Patents, viz:

x x x

"52. In the Villafuerte Memorandum, the Minister of Trade instructed the Director of Patents to reject all pending applications for Philippine registration of signature and other world-famous trademarks by applicants other than their original owners or users. x x x

"53. In the Ongpin Memorandum, the Minister of Trade and Industry did not enumerate well-known trademarks but laid down guidelines for the Director of Patents to observe in determining whether a trademark is entitled to protection as a well-known mark in the Philippines under Article 6bis of the Paris Convention. x x x

"54. Both the Villafuerte and Ongpin Memoranda were sustained by the Supreme Court in the 1984 landmark case of La Chemiste Lacoste, S.A. v. Fernandez. The Honorable Supreme Court ruled therein that under the provisions of Article 6bis of the Paris Convention, the Minister of Trade and Industry was the 'competent authority' to determine whether a trademark is well-known in this country;

"55. The Opposer's arguments largely relied that their mark is well known, internationally and/or locally, on the decision, dated 13 June 2012, of the Director General, who is not the competent authority as cited above. Thus, there is no declaration that their mark is well known, either internationally and/or locally. Worse, such decision was judicially admitted that the quoted decision is now pending appeal before the Court of Appeals;

"56. Even assuming without admitting, that the Director General is the competent authority to declare whether a mark is well known or not, still, it has no bearing in the instant case;

"57. It is very elementary that pursuant to Section 8 of the New Civil Code, only the Judicial decisions interpreting the law or Constitution shall form part of the legal system of the Philippines, to wit: x x x

"58. The judicial decisions referred to in the above cited provision are those of the Supreme Court (Miranda et. al vs. Imperial et. al., 77 Phil 1066). Doctrines of the lower courts (like RTC and MTCs) no matter how sound and wise does not become part of jurisprudence. Considering that the decision of the Director General is appealable to the Court of Appeals, impliedly, he has the rank of a judge of the Regional Trial Court. Thus, his decision cannot be cited as a guideline of the instant controversy;

"59. Arguing, without admitting, further, in determining whether a mark is well known or not, the following criteria or any combination thereof may be taken into account by competent authority, which is Minister of Trade and Industry, of the Philippines, to wit: x x x

"60. It should be emphasized that nothing in the verified opposition of the opposer or any of its annexes can show that anyone or combination of the abovementioned requirements has been complied with by the opposer. Thus, their mark is not well known, locally or internationally;

"61. The pieces of evidence adduced by the Opposer to prove their prior use in the Philippines is misleading x x x. A simple and careful perusal of it can clearly show that nothing can directly and clearly prove that the goods containing the mark 'DAISO' of the Opposer has been shipped from Japan to the Philippines.
x x x

"62. Even assuming, without admitting, that the mark of the opposer is well known, locally or internationally, such element is irrelevant with the instant case. The very essence of registration of trademark is to prevent unfair competition between businesses by intentionally passing its goods or services as the same with those who has an already established goodwill and reputation. x x x

"63. Pursuant to Sec. 19 of Art. XII of the 1987 Contitution, x x x

"64. Art. XII, Sec. 19, is anti-trust in history and in spirit. It espouses competition. Only competition which is fair can release the creative forces of the market. x x x

"72. In view of the foregoing, the undersigned counsel respectfully moves to dismiss the instant Opposition.

The Respondent-Applicant's evidence consists of a copy of a Certification of Non-Registration of Primesmart Limited issued by the Securities and Exchange Commission.⁵

Before this Bureau dwell on the main issue/s, the technical issues raised by the Respondent-Applicant must first be resolved. As to Yuwa Watanabe's authority as General Manger to sign the Verification and Certificate of Non-Forum Shopping, the issue has been settled by the Supreme Court in Swedish Match Philippines, Inc. vs. The Treasurer of the City of Manila⁶ where it declared that:

"In sum, we have held that the following officials or employees of the company can sign the verification and certification without need of a board resolution: (1) the Chairperson of the Board of Directors, (2) the President of a corporation, (3) the General Manager or Acting General Manger, (4) Personnel Officer, and (5) an Employment Specialist in a labor case."

Likewise, this Bureau finds the "Manager's Certificate and/or the Special Power of Attorney" executed also by Yuwa Watanabe, as having sufficiently complied with the Rules as it is able to show that the law firm of Romulo Mabanta Buenaventura Sayoc & De Los Angeles has been given by the Opposer the authority to represent the latter in the instant case.

⁵Marked as Exhibit "1".

⁶G.R. No. 181277, 03 July 2013.

The technical issues/matters settled, this Bureau now scrutinize the main issue, hence the question, should the Respondent-Applicant be allowed to register the trademark MY SHOP-ALL DAISO?

The Opposer anchors its opposition on Sections 123.1, paragraphs (d), (e) and (f) of Republic Act No. 8293, also known as the Intellectual Property Code of the Philippines ("IP Code"), to wit:

Sec. 123.Registrability. - 123.1. A mark cannot be registered if it:

x x x

(d) Is identical with a registered mark belonging to a different proprietor or a mark with an earlier filing or priority date, in respect of :

- (i) The same goods or services, or
- (ii) Closely related goods or services, or
- (iii) If it nearly resembles such a mark as to be likely to deceive or cause confusion;"

(e) Is identical with, or confusingly similar to, or constitutes a translation of a mark which is considered by the competent authority of the Philippines to be well-known internationally and in the Philippines, whether or not it is registered here, as being already the mark of a person other than the applicant for registration, and used for identical or similar goods or services: *Provided*, That in determining whether a mark is well-known, account shall be taken of the knowledge of the relevant sector of the public, rather than of the public at large, including knowledge in the Philippines which has been obtained as a result of the promotion of the mark;

(f) Is identical with, or confusingly similar to, or constitutes a translation of a mark considered well-known in accordance with the preceding paragraph, which is registered in the Philippines with respect to goods or service which are not similar to those with respect to which registration is applied for: *Provided*, That use of the mark in relation to those goods or services would indicate a connection between those goods or services, and the owner of the registered mark: *Provided further*, That the interests of the owner of the registered mark are likely to be damaged by such use;

A comparison of the competing marks reproduced below:

DAISO

My Shop-All DAISO

Opposer's trademark

Respondent-Applicant's mark



shows that confusion is likely to occur. Even with the accompanying words MY, SHOP and ALL, and a hyphen (-) in between SHOP and ALL before the word DAISO, to the Bureau's mind, top of the mind recall would be the word DAISO. The distinctive feature of the Opposer's mark is the word DAISO, which was appropriated by the Respondent-Applicant. Thus, MY SHOP-ALL DAISO is confusingly similar to Opposer's DAISO mark. Because the Respondent-Applicant's trademark application covers services that are similar and/or closely related to the Opposer's, particularly, retail stores or retail services under Class 35, it is likely that the consumers will have the impression that these services originate from a single source or origin. The confusion or mistake would subsist not only on the purchaser's perception of goods/services but on the origin thereof as held by the Supreme Court, to wit:

Callman notes two types of confusion. The first is the confusion of goods in which event the ordinary prudent purchaser would be induced to purchase one product in the belief that he was purchasing the other. In which case, defendant's goods are then bought as the plaintiff's and the poorer quality of the former reflects adversely on the plaintiff's reputation. The other is the confusion of business. Here, though the goods of the parties are different, the defendant's product is such as might reasonably be assumed to originate with the plaintiff and the public would then be deceived either into that belief or into belief that there is some connection between the plaintiff and defendant which, in fact does not exist.⁷

Public interest therefore requires, that two marks, identical to or closely resembling each other and used on the same and closely related goods or services, but utilized by different proprietors should not be allowed to co-exist. Confusion, mistake, deception, and even fraud, should be prevented. It is emphasized that the function of a trademark is to point out distinctly the origin or ownership of the goods to which it is affixed; to secure to him, who has been instrumental in bringing into the market a superior article of merchandise, the fruit of his industry and skill; to assure the public that they are procuring the genuine article; to prevent fraud and imposition; and to protect the manufacturer against substitution and sale of an inferior and different article as his product.⁸

Records show that at the time the Respondent-Applicant filed his trademark application on 29 February 2012, the Opposer has pending application for the mark DAISO under Application Serial No. 42008001298. The application covers "sales promotion for others, franchising, namely, offering technical assistance in the establishment and/or operation of retail store services featuring a wide variety of consumer goods, professional business consultancy and business management assistance for franchisees, procurement services for franchisees including the purchasing of goods and services for franchisees business" in Class 35. This Bureau

⁷ *Converse Rubber Corp. v. Universal Rubber Products, Inc. et. al.*, G.R. No. L-27906, 08 Jan. 1987.

⁸ *Pribhdas J. Mirpuri v. Court of Appeals*, G.R. No. 114508, 19 November 1999, citing *Eihepa v. Director of Patents, supra, Gabriel v. Perez*, 55 SCRA 406 (1974). See also Article 15, par. (1), Art. 16, par. (1), of the Trade Related Aspects of Intellectual Property (TRIPS Agreement).

noticed that the services covered by the Respondent-Applicant's trademark application is identical or closely-related to the Opposer's.

Opposer proved that it is the originator of the DAISO marks, using these marks primarily for retail store services featuring a wide variety of consumer goods, Franchising, Professional business consultancy and business management assistance for franchisees. In fact, Opposer has been using DAISO not only as a trademark but also as trade name or business name. As a trade name, DAISO is protected under Section 165 of the IP Code, to wit:

Sec. 165. *Trade Names or Business Names.* - 165.1. A name or designation may not be used as a trade name if by its nature or the use to which such name or designation may be put, it is contrary to public order or morals and if, in particular, it is liable to deceive trade circles or the public as to the nature of the enterprise identified by that name.

165.2.(a) Notwithstanding any laws or regulations providing for any obligation to register trade names, such names shall be protected, even prior to or without registration, against any unlawful act committed by third parties.

(b) In particular, any subsequent use of the trade name by a third party, whether as a trade name or a mark or collective mark, or any such use of a similar trade name or mark, likely to mislead the public, shall be deemed unlawful.

165.3. The remedies provided for in Sections 153 to 156 and Sections 166 and 167 shall apply *mutatis mutandis*.

165.4. Any change in the ownership of a trade name shall be made with the transfer of the enterprise or part thereof identified by that name. The provisions of Subsections 149.2 to 149.4 shall apply *mutatis mutandis*.

Likewise, the Office of the Director General has previously declared the mark DAISO as well-known in its decision rendered on 25 June 2012 in the case of "Daiso Industries, Co., Ltd. vs. Japan Home, Inc." docketed as IPC No. 14-2009-0047⁹, this Bureau held that:

"Thus, in the light of multitudinous evidence presented by the Appellant, the contents and statement of facts of which were not assailed nor rebutted by the Appellee, this Office resolves that Appellant's mark DAISO is a well-known mark. As ruled in the above-cited case of Versace, these pieces of evidence are significant, as they bolster the standing of the Appellant's mark as a well-known mark, and prove the vast duration, extent and geographical are covered by the said mark in terms of trademark registration, extensive promotional activity and advertisements in advance of the Appellant's quality-image and reputation, and the proof of market share in the Philippines and other countries."

Succinctly, the field from which a person may select a trademark is practically unlimited. As in all other cases of colorable imitations, the unanswered riddle is why of the millions of terms and combinations of letters and designs available, the Respondent-

⁹Appeal No. 14-09-63 Decision No. 2012-200 dated 15 October 2012.

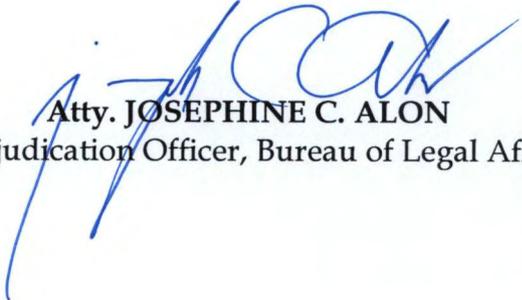
Applicant had to come up with a mark identical or so closely similar to another's mark if there was no intent to take advantage of the goodwill generated by the other mark.¹⁰

The intellectual property system was established to recognize creativity and give incentives to innovations. Similarly, the trademark registration system seeks to reward entrepreneurs and individuals who through their own innovations were able to distinguish their goods or services by a visible sign that distinctly points out the origin and ownership of such goods or services.

WHEREFORE, premises considered, the instant Opposition to Trademark Application No. 4-2012-002507 is hereby SUSTAINED. Let the filewrapper of the subject trademark application be returned, together with a copy of this Decision, to the Bureau of Trademarks for information and appropriate action.

SO ORDERED.

Taguig City, 12 DEC 2016.


Atty. JOSEPHINE C. ALON
Adjudication Officer, Bureau of Legal Affairs

¹⁰ *American Wire & Cable Company v. Director of Patents*, G.R. No. L-26557, 18 Feb. 1970.