

## .EU DOMAIN – DEVICE MARKS

As stated in Article 10(2) of the Public Policy Rules which can be found in full at:

[http://europa.eu.int/eur-lex/pri/en/oj/dat/2004/l\\_162/l\\_16220040430en00400050.pdf](http://europa.eu.int/eur-lex/pri/en/oj/dat/2004/l_162/l_16220040430en00400050.pdf),

registration of a Domain Name on the basis of a Prior Right must result in the registration of the COMPLETE NAME for which the Prior Right exists, as manifested by the Documentary Evidence. It is not possible for an Applicant to obtain registration of a Domain Name comprising (only) part of the complete name for which the Prior Right exists.

### Guidelines

1. Documentary Evidence must clearly depict the name for which a Prior Right is claimed. A Prior Right claimed to a name included in figurative or composite signs (signs including words, devices, pictures, logos, etc.) will only be accepted if

- (i) the sign *exclusively contains a name*, or
- (ii) the *word element is predominant*, and can be clearly separated or distinguished from the device element, provided that
  - (a) all alphanumeric characters (including hyphens, if any) included in the sign are contained in the Domain Name applied for, in the same order as that in which they appear in the sign, and
  - (b) the general impression of the word is apparent, without any reasonable possibility of misreading the characters of which the sign consists or the order in which those characters appear.

2. For trademarks, the references “TM”, “SM”, “®” and the like do not form part of the complete name for which the relevant Prior Right exists.

3. For trade names, company names and business identifiers, the company type (such as, but not limited to, “SA”, “GmbH”, “Ltd.”, or “LLP”) may be omitted from the complete name for which the Prior Right exists.


4. If an Applicant claims a Prior Right to a name that includes an internet top-level domain (such as, but not limited to, .com, .net or .eu), the complete name for which a Prior Right exists includes that domain suffix.

5. For names in other than standard Latin script, the Application must contain a transliteration into standard Latin script of the name for which the Prior Right is claimed. The transliteration must be done according to generally accepted transliteration standards. No transliteration of a script not generally used in an official language of the European Union will be accepted.

**Device / figurative signs:** examples

Registered trademark  for *pricewaterhousecoopers.eu*  
Allowed:

- sign exclusively contains the name “PricewaterhouseCoopers”
- all alphanumeric characters are included in the Domain Name applied for, and
- the general impression of the word is apparent, without any reasonable possibility of misreading the characters of which the sign consists or the order in which those characters appear

Registered trademark  for *pwc.eu*  
Not allowed:

- there is a reasonable possibility of misreading the characters of which the sign consists or the order in which those characters appear (i.e. “PCw”)