



Authors

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1. Legal framework

National

The fundamental legislation governing trademarks is the Trademark Act, which came into force on December 24 2009. More detailed procedures for filing and prosecuting trademark applications are contained in Decree 43/10, issued on July 3 2010. Trademark infringement as a form of unfair competition is regulated by the Trade Act, which came into force on January 1 2011. The Customs Act 2010 and the Act on Special Powers for the Efficient Protection of Intellectual Property 2006 regulate the treatment of pirated and counterfeit goods.

International

Serbia is a member of:

- the Paris Convention for the Protection of Industrial Property (1883);
- the Madrid Agreement on the International Registration of Marks (1891), as well as the Madrid Protocol (1989);
- the Nice Agreement on the International Classification of Goods and Services (1957);
- the Vienna Agreement Establishing an International Classification of the Figurative Elements of Marks (1973);
- the Nairobi Treaty on the Protection of the Olympic Symbol (1981);
- the Trademark Law Treaty (1994);
- the Singapore Treaty on the Law of Trademarks (2006); and
- the Hague Convention Abolishing the Requirements of Legalisation for Foreign Public Documents – Apostille (1965).

2. Unregistered marks

Protection

Article 5(1) of the Trademark Act, implementing the protection provided to unregistered marks by the Paris Convention, bars registration of a mark that is identical or similar to a mark “known in Serbia within the meaning of Article 6bis of the Paris Convention”.

Article 5(2) of the Trademark Act allows for the registration of a mark that does not meet some of the prescribed registration requirements, provided that the applicant proves that the mark “has, through serious use, become suitable for distinguishing goods or services in the market”.

Article 50(1.3) of the new Trade Act prescribes that unfair competition is “an act of a trader directed against another trader, [that is, a] competitor, which infringes the business morality code and good business practice, and which causes damage, or may cause damage, to another trader (competitor), especially: sale of goods with designations, information, or shape, which justifiably causes confusion amongst consumers in respect of source, quality and other characteristics of those goods”.

Use requirements

The law requires the use to be “serious”. In establishing seriousness, the Intellectual Property Office (IPO) and the courts will generally consider:

- the level of sales;
- the intensity of advertising; and
- the period of use.

“Continuous availability” of goods or services and their “easy accessibility to a large number of average consumers” are required. In one of its rulings the IPO stated that “normal use” is not sufficient: to establish an unregistered right, the sales must exceed customary or “usual” levels, while the advertising must be “more aggressive” than the relevant industry standard. As for the period of use, it is generally held that five years is the required minimum, analogous to the legally prescribed five-year period of non-use that makes a trademark vulnerable to cancellation.

3. Registered marks

Ownership

All natural and legal persons may apply for and own a mark. Foreign persons may apply for registration only through a representative – a trademark agent who is registered with the IPO in Belgrade – or through a local lawyer.

Power of attorney

The power of attorney given to the representative should be signed by the owner (if the owner is a natural person) or an authorised officer of the owner (if the owner is a legal person). If the power of attorney is not enclosed when the application is filed, the IPO shall, upon formal examination, order the applicant to submit it within 30 days. In this case, an additional tax for late filing will have to be paid.

Scope of protection

Protected: Words, devices (two and three-dimensional), colours and music are protectable as trademarks.

A mark that contains the image or name of a natural person may be protected only with that person’s permission or, if that person is deceased, with the permission of his or her parents, spouse or children. If the person is of historical importance, permission must be obtained from the Ministry of Culture.

Not protected: Seals, stamps and official marks for the marking of precious metals and measures, or for similar purposes, are not protectable.

In addition, a mark cannot be protected if:

- it is contrary to public policy or to accepted principles of morality;
- its general appearance does not enable the goods or services to be distinguished in the market;
- it exclusively represents a shape that is determined by the nature of the goods or a shape that is indispensable to obtain a given technical result;
- it exclusively designates the type, purpose, time or method of production, quality, price, quantity, weight or geographical origin of the goods or services;
- it is customary for designating a given type of goods or services;

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- it is likely to cause confusion in trade due to its representation or content, and to mislead the relevant public with regard to the geographical origin, type, quality or other features of the goods or services concerned;
 - it contains official marks or hallmarks of quality control or warranties, or imitations thereof;
 - it is identical to a protected mark belonging to another person and used for identical or similar goods or services;
 - it is identical to an earlier protected mark of another person for a similar type of goods or services, or is similar to an earlier protected mark of another person for identical or similar goods or services, if such identity or similarity is likely to cause confusion in the relevant part of the public, including the likelihood of association of that mark with the earlier protected mark;
 - it is identical or similar to a mark for identical or similar goods or services known in Serbia within the meaning of Article 6*bis* of the Paris Convention;
 - it represents a reproduction, imitation, translation or transliteration, in whole or in part, of a protected mark that is undoubtedly considered in Serbia a well-known mark, if its use would represent unfair competition or would affect the distinctive character or reputation of the well-known mark;
 - it infringes, by its appearance or content, a copyright or an industrial property right;
 - it consists of state or other public coat of arms, flag or other emblem, name or abbreviation of the name of a country or of an international organisation, or imitations thereof, unless the competent authority of the country or organisation concerned has given its authorisation for such use; or
 - it represents or imitates a national or religious symbol.

4. Procedures

Examination

First, the IPO examines the trademark application for formal irregularities (including non-payment of fees). If any are found, the IPO

will establish a deadline (extendable upon payment of a fee) by which the applicant must remedy them. If the applicant fails to do so, the application will be rejected, although the applicant is entitled to appeal this decision.

Second, the IPO examines whether the mark meets the legal requirements for protection and whether any of the legal obstacles are present (see section 3 above). No essential modifications of the mark or specification are allowed during the examination procedure. The IPO may require the applicant to file a disclaimer regarding certain elements of the mark. It may also, at the applicant's request, allow one or more divisional applications.

The examination procedure may result in the full acceptance, partial acceptance or rejection of the application. The applicant may challenge the latter by filing an appeal before the Administrative Commission within 15 days of the rejection decision. The Administrative Commission may accept the appeal and return the application to the IPO for further examination or reject the appeal. The applicant can contest the decision of the Administrative Commission before the Administrative Court within 30 days. The court's decision is final.

Opposition

No opposition procedure is prescribed by law. In practice, however, the IPO will take into consideration written submissions by owners of previous registrations or applications which claim that their marks are identical or similar to the mark under examination.

Registration

Once examination has been concluded and the application accepted, the applicant is invited to pay the publication fee and the tax for the first 10 years of protection. Upon receipt of proof of payment, the IPO will enter the mark in the Trademark Register and issue the trademark certificate. Once registered, a trademark is valid for 10 years from filing of the application and may be renewed for successive 10-year periods upon payment of the relevant tax.

Removal from register

Cancellation/surrender: A trademark will

expire once the period for which maintenance tax has been paid has elapsed. The trademark owner may file a surrender claim at any time; the trademark's validity will cease on the day after filing of the surrender claim.

Revocation: A trademark that has not been used without good cause for a period of five consecutive years (from the date of registration or the date of last use) becomes revocable at the request of an interested party. In the revocation proceedings, which are conducted by the IPO, the burden of proof of use rests with the trademark owner.

The advertising of goods or services that are not available in the market does not constitute use. Neither does the payment of maintenance tax or the execution of assignment, licence or similar agreements. Good cause for non-use must be independent of, and contrary to, the owner's will (eg, prohibition against import).

Invalidation: If a mark did not fulfil all legal requirements at the time of registration, it may be invalidated – in whole or in part. Invalidation proceedings may be initiated for as long as a mark is valid by the IPO, a public prosecutor or an interested party.

Termination: The competent authority may also, at the request of an interested party, issue a decision to terminate a trademark registration where the mark:

- has become a generic term for the goods and/or services for which it is registered due to acts or omissions by the mark holder or its successor in rights;
- has become capable of causing confusion in commerce as to the geographical origin, type, quality or other characteristics of the goods and/or services for which it is registered due to the manner of use by its holder or its successor in rights; or
- has become contrary to morals or public order.

The right to use a collective trademark and a warranty trademark may also be terminated if the collective mark or the warranty mark is used contrary to the guidelines of use submitted with the application.

Timeframe

The approximate timeframes for actions at the registry are as follows:

- Applications against which no objections on absolute or relative grounds are cited by the examiner take eight to 10 months from the filing date to mature to registration.
- Applications for international registrations with the World Intellectual Property Organisation take approximately three months from the date of filing the requests for international registration with the IPO.
- Urgent registrations (in Class 5 of the Nice Classification only) take 30 to 90 days.
- Expedited applications, following the filing of an infringement or unfair competition action in the court or with the market inspectorate, take approximately 30 to 90 days.
- A recordal of renewal takes 15 to 30 days from the date of filing the motion, provided that all documents are in order.
- A recordal of merger takes 15 to 30 days from the date of filing the motion, provided that all documents are in order.
- A recordal of change of name takes 15 to 30 days from the date of filing the motion, provided that all documents are in order.

Searches

The following searches are available at the IPO prior to filing a trademark application:

- all marks registered since the establishment of the IPO;
- identical marks and similar marks;
- search per class or for all classes;
- trade names and slogans; and
- traditional and non-traditional graphical marks.

5. Enforcement

Complexity

Registered rights may be enforced by several actions:

- trademark infringement;
- unfair competition;
- customs action;
- market inspectorate action; and
- copyright action.

Unregistered rights may not be enforced

by customs or market inspectorate actions.

Trademark infringement: In trademark infringement proceedings the court may be petitioned to:

- establish the infringement;
- order the infringer to cease and desist;
- order the destruction or alteration of the infringing goods;
- adjudicate damages, including triple punitive damages; and/or
- order publication of the judgment, in whole or in part, in selected media.

By law, trademark infringement proceedings are considered urgent. The petition must be filed within three years of the date on which the petitioner learned of the infringement and the infringer, but not later than five years after the first infringement was committed. At the petitioner's request, the court may issue an injunction ordering the infringing goods and/or the means for their production to be impounded. If the infringing mark is identical to the petitioner's mark, the court must issue the injunction. At the request of the alleged infringer, the court may order the petitioner to deposit an amount to be paid to the alleged infringer should the petition fail.

Unfair competition: In unfair competition proceedings the court may order the infringer to cease and desist, and may adjudicate damages to the petitioner.

Customs action: A customs action, available in local law since 2004, empowers Customs to detain goods that infringe IP rights or that belong to unauthorised importers, exporters or holders. The proceedings may be initiated either *ex officio* by Customs itself or by the owner of the IP rights. The rights owner must initiate judicial proceedings to establish infringement within 10 working days (extendable to 20 working days) of notification of the customs action only if the unauthorised importer, exporter or holder files an objection with the Customs Office regarding the seizure. If no objection is filed, the rights holder can request the destruction of the seized goods.

Market Inspectorate action: This action, which

has been available under national law since 2006, empowers the Market Inspectorate of the Ministry of Trade and Services to seize infringing goods from bulk and retail traders. The proceedings may be initiated either *ex officio* by the inspectorate or by the owner of the IP rights. The rights owner must initiate judicial proceedings to establish infringement within 15 days (extendable to 30) from notification of the seizure. If the infringing goods are medicaments, the proceedings are conducted by the Sanitary Inspectorate of the Ministry of Health.

Copyright infringement: In copyright infringement proceedings the court may prohibit the use of the infringing mark and adjudicate damages. An additional protection against copyright infringement is criminal prosecution of the person that created the infringing mark.

The owner of a well-known unregistered mark, in the event that another person has applied for or registered an identical mark for identical or similar goods or services, may petition the court to order the transfer of such application or registration to the petitioner. The petition must be filed within five years of registration of the infringing mark. The petition will fail if the alleged infringer proves use of its mark that pre-dates the petitioner's use of the well-known mark.

Timeframe

Depending on their complexity and other factors, judicial proceedings may take between six months and two years to complete at first instance. All judgments brought at first instance are subject to appeal and the appellate proceedings usually take between three months and one year to complete. Customs and inspectorate actions have immediate effect, pending judicial proceedings.

Specialised courts

There are no specialised trademark or IP courts in Serbia. The Law on Courts provides that only basic and commercial courts are authorised to hear cases of trademark infringement.

Damages

If the infringement was intentional, the

plaintiff may, instead of compensation for the pecuniary damage, request from the defendant compensation amounting to up to three times the licence fee that it would have charged for the use of the mark.

6. Ownership changes and rights transfer

The IPO practice is in keeping with Article 11 of the Trademark Law Treaty. A simple request by the trademark holder or new owner will generally suffice to effect the ownership change. However, it is strongly recommended that proof of the legal grounds for the change be submitted with the request, as the IPO may require such proof.

If the change of ownership follows from a contract, it is recommended that the original or a notarised copy of the contract be submitted. Notarisation should be affixed with an apostille.

If the change of ownership follows from a merger, it is recommended that the original or a notarised copy of the merger certificate be submitted, affixed with an apostille.

A registered trademark and/or a mark applied for may be the subject of a licence agreement. The contract must be made in writing and entered into the appropriate register at the request of contracting parties. The contract shall not have legal effect with regard to third parties unless entered in the appropriate register. In order to register a licence it is necessary to submit to the IPO:

- an original or certified copy of such contract;
- an original excerpt from such contract signed by the contractual parties; or
- a certified copy of those documents.

If the documents were made in a foreign language, a certified translation of the same must be submitted to the IPO. Notarisation should be affixed with an apostille.

There is no time limit for filing these documents.

Use by a licensee is always considered as use by the owner for the purposes of meeting the use requirement.

7. Related rights

A mark will enjoy copyright protection only if

it represents an original creation of its author within the meaning of the Copyright Act (ie, if it satisfies the requirement of artistic merit). This applies not only to devices and logos, but also to word marks, especially slogans and jingles. A mark that represents an original creation enjoys copyright protection by law, from the moment of its creation.

8. Online issues

The Trademark Act does not regulate the online use of registered or unregistered marks. Under the new rules on '.rs' domain names, if a third party has registered a '.rs' domain name that is identical or substantially similar to a trademark, there may be cause for termination of such registration or transfer of the domain name to the trademark owner.

Examination/registration		
Representative requires a power of attorney when filing? Legalised/notarised?	Examination for relative grounds for refusal based on earlier rights?	Non-traditional marks registrable?
 / 		3-D, colours, sounds 
Unregistered rights		Opposition
Protection for unregistered rights?	Specific/increased protection for well-known marks?	Opposition procedure available? Term from publication?
		
Removal from register		
Can a registration be removed for non-use? Term and start date?	Are proceedings available to remove a mark that has become generic?	Are proceedings available to remove a mark that was incorrectly registered?
5 years' non-use 		
Enforcement		
Specialist IP/trademark court?	Punitive damages available?	Interim injunctions available? Time limit?
		
Ownership changes	Online issues	
Mandatory registration for assignment/licensing documents?	National anti-cybersquatting provisions?	National alternative dispute resolution policy for local ccTLD available?
 / 		

Contributor profiles

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