



# **INTELLECTUAL PROPERTY JOURNAL**

**BEL<sup>©</sup>iPO**  
**BELIZE INTELLECTUAL PROPERTY OFFICE**

## **BELIPO'S MISSION STATEMENT**

*“To build a modern intellectual property system that values and protects the vibrant creative culture of Belize”*

CONTENTS

<u>TRADEMARKS:</u>	Page Numbers
APPLICATIONS FOR TRADEMARK REGISTRATION .....	4 - 23
NOTICE OF PUBLICATION CORRECTION .....	24
NOTICE OF ANSWER TO OPPOSITION .....	25 – 29
NOTICE OF RULING .....	30
REGISTERD TRADEMARKS .....	31 - 33

NOTE:

CFE - International Classification of the Figurative Elements of Marks under the Vienna Agreement (Eighth Edition)

**(3<sup>rd</sup> ISSUE)**

**ANY person desirous of making opposition to, or observations in respect of, the above-cited application, should do so in writing addressed to the undersigned not later than the 28<sup>th</sup> day of October, 2022.**



MARK:

CFE(8): 26.1.1, 26.11.2, 12

APPLICATION NUMBER: 16900.21

FILING DATE: 30<sup>th</sup> March, 2021

PROPRIETOR: Taghleef Industries, Inc. of 500 Creek View Road, Suite 301, Newark, Delaware 19711 United States of America

**INTERNATIONAL CLASS(ES):** **16** for packing materials of paper or cardboard; printed matter; bookbinding material; adhesives for stationery or household purposes; plastic sheets, plastic films for wrapping and packaging; adhesive plastic film for wrapping and packaging; **17** for plastics in extruded form used in production; plastic films, other than from wrapping; plastics in the form of sheets, films, blocks, rods and tubes for use in manufacturing; recycled plastics in extruded form for use in further manufacturing; polypropylene films for use in manufacturing; **35** for business consultancy services relating to plastic film product development, business consultancy services in the field of environmental sustainability.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**PRIORITY:** Priority Claim is on the basis of an application filed on the 29<sup>th</sup> September, 2020 under number EUTM 018314933.

**AGENT:** BARROW & WILLIAMS LLP, of Equity House, 84 Albert Street, Belize City, Belize

---



MARK:

CFE(8): 5.3.11, 14

APPLICATION NUMBER: 16994.21

FILING DATE: 11<sup>th</sup> May, 2021

PROPRIETOR: DP BEVERAGES of Ugland House, South Church Street, George Town, Grand Cayman, Cayman Islands

**INTERNATIONAL CLASS(ES):** **30** for coffee; tea extracts; iced tea; kelp tea; tea-based beverages; flowers or leaves for use as tea substitutes; tea beverages with milk; fruit tea; herbal tea; aromatic teas [other than for medicinal use]; cocoa; rice; tapioca; sago; artificial coffee; cereal preparations; pastries; confectionery; ice, natural or artificial; honey; baking powder; cooking salt; mustard; vinegar; sauces [condiments]; spices.

**STATEMENT OF USE:** The applicant claims that the mark is being used.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the word "TEA", separately and apart from the mark as shown.

**AGENT:** Estevan Perera & Company LLP of 2118 Guava Street, Belize City, Belize

---



MARK:

CFE(8): 1.3.2, 16; 11.3.1, 4

APPLICATION NUMBER: 17138.21

FILING DATE: 7<sup>th</sup> July, 2021

PROPRIETOR: INDUSTRIAS BANILEJAS, SAS. of Av. Máximo Gómez No. 118, Santo Domingo, República Dominicana

INTERNATIONAL CLASS(ES): 30 for coffee.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

DISCLAIMER: Registration of this mark shall give no exclusive right to the use of the word “CAFE”, separately and apart from the mark as shown.

TRANSLATION: The applicant claims that the words “CAFÉ SANTO DOMINGO”, when translated to the English language are “SANTO DOMINGO COFFEE”.

AGENT: Morgan &amp; Morgan Trust Corp. Belize Ltd. of Withfield Tower, Third Floor, 4792 Coney Drive, Belize City, Belize

MARK: **HERBAMAX**

APPLICATION NUMBER: 17292.21

FILING DATE: 16<sup>th</sup> September, 2021

PROPRIETOR: Químicos y Lubricantes, S. A. of Anillo Periférico 17-36, zona 11, Guatemala City

INTERNATIONAL CLASS(ES): 5 for preparations to destroy weeds and vermin, namely, fungicides, insecticides, herbicides, pesticide; antiparasitic preparations, namely, antitermite.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: Morgan &amp; Morgan Trust Corp. Belize Ltd. of Withfield Tower, Third Floor, 4792 Coney Drive, Belize City, Belize

**(2<sup>nd</sup> ISSUE)**

**ANY person desirous of making opposition to, or observations in respect of, the above-cited application, should do so in writing addressed to the undersigned not later than the 11<sup>th</sup> day of November, 2022.**



MARK:

CFE(8): 24.13.2, 26.11.1, 22; 29.1.1, 4

APPLICATION NUMBER: 16961.21

FILING DATE: 23<sup>rd</sup> April, 2021

PROPRIETOR: Arun Chandwani of 07 Orange Street, Belize City, Belize

INTERNATIONAL CLASS(ES): 1 for chemicals for use in industry, science and photography, and photography, namely Hydrogen Peroxide and Acetone; unprocessed plastics; fire extinguishing compositions; adhesives for use in industry; 5 for pharmaceuticals, medical

preparations, namely, rubbing compound for medical and therapeutic use, medicinal alcohol, alcohol for pharmaceutical purposes, camphor oil for medical purposes, camphor oil for medical purposes, eucalyptus for pharmaceutical purposes, and menthol; cotton and cotton sticks for medical purposes; dietetic food and substances adapted for medical use; food for babies; disinfectants.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the words "MEDICAL PLUS", separately and apart from the mark as shown.

---

# LYSOL

**MARK:**

**APPLICATION NUMBER:** 17180.21

**FILING DATE:** 28<sup>th</sup> July, 2021

**PROPRIETOR:** Reckitt Benckiser LLC of 399 Interspace Parkway, Parsippany, New Jersey 07054, USA

**INTERNATIONAL CLASS(ES):** 3 for polishing preparations; descaling preparations for household purposes; cleansing preparations for cleaning drains and sinks; cleaning preparations for cleaning windows; cloths impregnated with a detergent for cleaning; sponges impregnated with cleaning preparations; detergents, other than for use in manufacturing operations and for medical purposes; laundry detergents; dishwashing preparations; dishwasher detergents; rinse agents for dishwashing machines; stain removing preparations; scented fabric refresher sprays; hand cleaning gels; body wash; non medicated skin care preparations; perfumery and fragrances perfumery; essential oils; room fragrancing preparations, air fragrance reed diffusers; potpourris [fragrances]; incense; 5 for hand sanitizing preparations; household deodorizers; air deodorizers; sanitizing wipes; antiseptic wipes; tissues impregnated with antibacterial preparations; antibacterial soaps; insecticides; miticides; insect repellents; fungicides; odour neutralizing preparations for use on carpets and textiles; sanitizing preparations for household use; all-purpose disinfecting and deodorizing preparations.

**STATEMENT OF USE:** The applicant claims that there is an intent to use the mark.

**AGENT:** Dujon & Dujon of 24 Tangerine Street, Belmopan City, Belize

---



**MARK:**

**CFE(8):** 29.1.2, 7

**APPLICATION NUMBER:** 17358.21

**FILING DATE:** 12<sup>th</sup> October, 2021

**PROPRIETOR:** Levenpark Commercial Inc. of 123 Main Street, PO Box 3504, Road Town, Tortola, British Virgin Islands

**INTERNATIONAL CLASS(ES):** 34 for cigarettes.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the words "KING SIZE", separately and apart from the mark as shown.

**AGENT:** Balderamos Arthurs LLP of Charter House, Suite 6, 3½ Miles Philip Goldson Highway, Belize City, Belize.

---



**MARK:**

**GETTRANSFER**

**CFE(8):** 18.1.7, 9

**APPLICATION NUMBER:** 17370.21

**FILING DATE:** 19<sup>th</sup> October, 2021

**PROPRIETOR:** Gettransfer LTD. of 10 Patron Street, 6051 Larnaca, Cyprus

**INTERNATIONAL CLASS(ES):** **9** for downloadable mobile applications for booking transportation for persons and goods; downloadable mobile applications for booking taxi transport; downloadable mobile applications for management transportation, namely, transport for excursions, taxi transport, transport of persons and goods, and transport of travelers; downloadable computer application software for personal computers, namely, software for booking a vehicle; computer software, recorded; computer software applications, downloadable; computer software platforms, recorded or downloadable; computer operating programs, recorded; navigational instruments; Navigation apparatus for vehicles [on-board computers]; speed checking apparatus for vehicles; mileage recorders for vehicles; **35** for computerized file management; providing business information; providing business information via a website; providing commercial information and advice for consumers in the choice of products and services; marketing; marketing in the framework of software publishing; compilation of statistics; market studies; administrative processing of purchase orders; advertising; cost price analysis; data search in computer files for others; presentation of goods on communication media, for retail purposes; price comparison services; procurement services for others [purchasing goods and services for other businesses]; professional business consultancy; provision of an on-line marketplace for buyers and sellers of goods and services; web indexing for commercial or advertising purposes; operating on-line marketplaces featuring freight transport and cargo services; operating on-line marketplaces featuring transport for excursions, taxi transport, transport of persons and goods, and transport of travelers; transportation logistics services, namely, planning and scheduling shipments for users of transportation services; **38** for message sending; transmission of digital files; providing access to databases; telecommunications routing and junction services; data transmission and reception services via telecommunication means; **42** for providing information relating to computer technology and programming via a website; computer software consultancy; research in the field of telecommunications technology; information technology [IT] consultancy; consultancy in the design and development of computer hardware; updating of computer software; software as a service [SaaS]; maintenance of computer software; computer software design; creating and designing website-based indexes of information for others [information technology services]; development of computer platforms.

**STATEMENT OF USE:** The applicant claims that the mark is being used.

**AGENT:** Marissa F. Longworth, Attorney-at-Law of 12 A Street, King's Park, Belize City

---



**MARK:**

**CFE(8): 13.3.1, 7; 26.4.7, 18**

**APPLICATION NUMBER:** 17381.21

**FILING DATE:** 26<sup>th</sup> October, 2021

**PROPRIETOR:** Bradley's Backyaad Barbecue Ltd. of 304 Newtown Barracks, Keystone Building, Belize City, Belize

**INTERNATIONAL CLASS(ES):** **29** for meat; meat, preserved; meat, canned; **30** for sauces [condiments]; **40** for food and drink preservation; food smoking; **43** for restaurant; snack bar; bar; food and drink catering.

**STATEMENT OF USE:** The applicant claims that the mark is being used.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of "barbecue", "slow and low", "est." and "2019", separately and apart from the mark as shown.

---



**MARK:**

**CFE(8): 26.4.2, 18; 29.1.4**

**APPLICATION NUMBER:** 17492.21

**FILING DATE:** 6<sup>th</sup> December, 2021

**PROPRIETOR:** Caribbean International Brewery Co. Ltd. of Carmelita Village, c/o #16 6<sup>th</sup> Street, Corozal Town, Corozal District, BELIZE

**INTERNATIONAL CLASS(ES):** 32 for beer; energy drinks [not for medical purposes]; non-alcoholic beverages; soft drinks; 33 for alcoholic beverages, except beer.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

---



**MARK:**

**CFE(8): 25.1.15; 29.1.2, 4**

**APPLICATION NUMBER:** 17496.21

**FILING DATE:** 6<sup>th</sup> December, 2021

**PROPRIETOR:** Caribbean International Brewery Co. Ltd. of Carmelita Village, c/o #16 6<sup>th</sup> Street, Corozal Town, Corozal District, BELIZE

**INTERNATIONAL CLASS(ES):** 32 for beer; energy drinks [not for medical purposes]; non-alcoholic beverages; soft drinks; 33 for alcoholic beverages, except beer.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the words "1999", "BELIZE", "ALL MALTS CRAFT BEER" & "FROM BELZE TO WORLD", separately and apart from the mark as shown.

---



**MARK:**

**CFE(8): 26.4.18; 26.11.3, 12**

**APPLICATION NUMBER:** 17538.21

**FILING DATE:** 22<sup>nd</sup> December, 2021

**PROPRIETOR:** CPS Technology Holdings LLC of 250 Vesey Street, 15th Floor, 10281 New York, U.S.A.

**INTERNATIONAL CLASS(ES):** 9 for batteries, electric; grids for batteries; battery chargers.

**STATEMENT OF USE:** The applicant claims that the mark is being used.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the word "POWER", separately and apart from the mark as shown.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---



**(1<sup>st</sup> ISSUE)**

**ANY person desirous of making opposition to, or observations in respect of, the above-cited application, should do so in writing addressed to the undersigned not later than the 25<sup>th</sup> day of November, 2022.**

**MARK:****CFE(8): 27.5.22; 29.1.3, 4****COLOR CLAIM:** Blue - #176fb6 and Green - #5ccd57**APPLICATION NUMBER:** 16742.21**FILING DATE:** 2<sup>nd</sup> February, 2021**PROPRIETOR:** SHARED SERVICES NETWORK LTD. of 88 Victoria Street, Belize City, Belize**INTERNATIONAL CLASS(ES):** **36** for financial affairs and monetary affairs namely, financial information, management and analysis services; clearing-houses, financial.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the words "SHARED SERVICES" & "NETWORK LIMITED", separately and apart from the mark as shown.

---

**MARK: COUPANG****APPLICATION NUMBER:** 16866.21**FILING DATE:** 17<sup>th</sup> March, 2021**PROPRIETOR:** Coupang Corp. of 18th Floor (Sincheon-dong), 570 Sonpa-daero, Songpa-gu, Seoul, Republic of Korea

**INTERNATIONAL CLASS(ES):** **35** for auctioneering; administration of consumer loyalty programs; advertising; administrative processing of purchase orders; purchasing agency services, namely, purchasing agents for downloadable coupons for others; database management; marketing services; cost price analysis of logistics; business management consultation in the field of transportation logistics and database management; organization of events for commercial, promotional and publicity purposes; business administrative processing of goods delivery services; administrative processing of purchase orders within the framework of services provided by mail-order companies; inventorying merchandise; consumer research; retail services by direct solicitation by sales agents in the field of veterinary substances and preparations; import-export agency services; auctioneering provided on the internet; retail services by direct solicitation by sales agents in the field of drugs for medical purposes; retail services by direct solicitation by sales agents in the field of pharmaceuticals; purchasing agency services in the nature of purchasing agents for printed coupons for others; provision of an online marketplace for buyers and sellers of goods and service; providing information about commercial business and commercial information via the global computer network; business intermediary services in the nature of facilitating transactions between buyers and sellers through providing buyers with information about sellers, goods, and services in the field of mail order by telecommunications; telephone answering services; arranging subscriptions to information media packages for others; providing commercial information for consumers in the choice of products and services; administration of incentive award programs to promote the sale of the goods and services of others; employment agency, personnel recruitment, personnel placement, professional staffing and career networking services; providing employment information; purchasing agency services in the nature of purchasing agents relating to tickets for others; provision of foreign trade information; publicity agents; sales agency services in the nature of retail and wholesale services by direct solicitation by sales agents in the field of chemico-pharmaceutical preparations; administrative services relating to customs clearance; retail drug store services; rental of vending machines; online retail store services featuring dietary supplements, fertilisers, by-products of the processing of cereals for industrial purposes, cereal-based processed products, fruit beverages and fruit juices, polished cereals, tofu, fodder, flour for food, processed vegetable products, dried cooked-rice, baby foods made from agricultural products, non-processed grains, baby food made from marine products, fresh fruits and vegetables, pet food, dietetic foods adapted for infants, baby food made from livestock products, preserved, frozen, dried and cooked fruits and vegetables, flour and preparations made from cereals, flour for industrial purposes, live plants and flowers, food for babies, except lacteal flour for babies,

vegetable juices for cooking, jellies for food, food for babies, instant or pre-cooked soup, prepared side dishes consisting primarily of meat, fish, poultry or vegetable, confectionery, rice cakes, maltose for food, fructose for food, lactose for medical purposes, ices and ice creams, chocolate products, sauces [condiments], edible salt, soya sauce, soybean paste [doenjang], hot pepper paste [gochujang], spices, chemical seasoning, extracts of hops for making beer, food flavoring, being essential oils, seasonings, drinking water, unprocessed tea leaves, herbal teas, teas for infusions, tea-based beverages, vegetable juice beverages, soft drinks, coffee-based beverages, preparations for making effervescent beverages, powders used in the preparation of non-alcoholic drinks, coffee, beer, alcoholic beverages, except beer, processed eggs, edible eggs, oils and fats for food, milk products, processed meat products, industrial oils and fats, lacteal flour for babies, packaged meats, meat, fish, poultry and game, not live, preserved fish and shellfish, fresh seaweeds, processed seaweed products, fish, padding materials, not of rubber, paper or plastic, health supplement food based on dried fish and shellfish, tobacco and smokers' articles, meat tenderizers for household purposes, adhesives for household purposes, other than for stationery use, de-humidifying agents for household use, air purifying preparations, chemicals and adhesives for industrial purposes, polishing preparations, babies' bottles, sanitary pads, babies' diapers, medical instruments, manicure sets, electric and non-electric hair curlers, other than hand implements, cleaning tools and washing utensils, other than electric, garbage bags of paper or of plastics, furniture polishes, dyes, raw or partly processed mica, gemstones, building glass, unworked or semi-worked glass, except building glass, dishes, showers, toys for pets, cosmetics for animals, scissors, containers for household or kitchen use, haberdashery [dressmakers' articles], except thread, cooking apparatus and installations, reeds [plaiting materials], straw for stuffing, manufactured timber, raw timber, toilet paper, pre-moistened cleansing tissues, wallpaper, chemical test paper, stationery, paints for drawing pictures, color pens for drawing pictures, office stationery, leather and imitations of leather, fabric imitating animal skins, mother-of-pearl, unprocessed plastics, watering hose, works of stonemasonry, packing, stopping and insulating materials not for buildings, furniture, indoor window blinds of textile, fittings of metal for furniture, jewellery boxes, carpet tiles, carpet underlays, carpet inlays, carpet padding, carpet underlining, vehicle carpets, rugs, namely, floor runners, cushions, furnace fireguards of metal, apparatus for heating and air conditioning, non-electric lighting apparatus and devices, electric candles, tealight candles, beeswax candles and wicks for candles for lighting, screws of metal, electronic door locks, flexible abrasives, dental abrasives, abrasive pads for kitchen or domestic purposes, portable multi-function hand tools, hand-operated, knitting needles, needles for medical purposes, tattoo needles, razors, metal pipes and fittings therefor, non-metallic materials for exclusive use in building or construction, hydrants for kitchens, parachutes, tuning apparatus for musical instruments, vending machines, excavators, heating apparatus for vehicles, strollers, parts and accessories for automobiles, dog clippers, machine coupling and transmission components except for land vehicles, electromechanical food preparation machines, electric audio and visual apparatus and instruments, downloadable and recorded software for streaming video and sending messages over the internet, downloadable and recorded software for online shopping, downloadable and recorded software for searching, viewing, and purchasing products and services, downloadable and recorded software for third parties to post information, create electronic product catalogs, respond to requests, and place and fulfill orders for products, services, and business opportunities via local and global computer networks, downloadable and recorded software for searching, browsing, and receiving transmissions of text, electronic documents, graphics, and audiovisual information on local remote area, global computer networks, and on intranets or directories of information available on computer networks, downloadable and recorded software for facilitating, processing, and collecting, analyzing, issuing receipts, and providing data and information regarding mobile payments, downloadable and recorded software for facilitating and completing money transfers via email, mobile devices, and global and local computer networks, downloadable and recorded software that enables consumers to use electronic signatures, personal identification numbers, names, or photos in completing mobile payment transactions, downloadable and recorded software for authenticating the identity of a payer, downloadable and recorded software for mobile telephones, tablets, communication devices, for streaming video, sending messages and online shopping, smartphones, electric epilators, electric lighting apparatus, vacuum cleaners, computers, fuel, hydraulic oils, lubricating oil for motor vehicle engines, fuel for lighters, lighters for smokers, non-metal rocket launching platforms, tinder, online retail store services featuring toy vehicles, toy building blocks, toy imitation cosmetics, video game cartridges, ice axes, balls for games, building games, chess games, table-top games, video game machines, portable games with liquid crystal displays, face masks being playthings, baby rattles [playthings], musical instruments, namely, rattles [playthings], animal signalling rattles for directing livestock [playthings], slides [playthings], infant walkers, appliances for gymnastics, camouflage screens [sports articles], elbow guards for athletic use, scuba equipment, namely, spearfishing harpoon guns [sports articles], knee guards for athletic use, shin guards for athletic use, sleds being sports articles, sling shots [sports articles], spring boards [sports articles], men's athletic supporters [sports articles], weight lifting belts [sports articles], camping furniture, clothing, jewellery and precious metals unwrought or semi-wrought, cocoons, sericultural machines, chemical fiber threads, not for textile use, textile fibers, chemical-fiber threads and yarns, not for textile use, yam, interior decoration fabrics, furnishing fabrics, rubber cords and laces, insect screens not of metal, downloadable digital music, downloadable ring tones, musical instruments, phonograph records, paint for use in the manufacture of ceramics, ceramic glazings in the nature of a dry chemical preparation for use in the manufacture of ceramics, ceramic powders used in manufacturing, life jackets, protective helmets, protective helmets for sports, works of art of precious metal, boxes of metal, shoe pegs of metal, downloadable electronic publications, hats, non-medicated mouthwashes and rinses, figures of stone, concrete or marble, toiletry preparations, nail art stickers, watches, eyeglasses, socks, passport cases, women's jewelry, umbrellas, sanitary masks for medical purposes, trimmings for clothing, printed matter, except books and periodicals, gloves [clothing] including those made of skin, hide or fur, plants, dried, for decoration, watches incorporating cameras, cameras [photography], tripods for cameras and facial cleansers; data processing services relating to transportation logistics; monitoring package shipments and deliveries for business purposes, collection and analysis of quality metric data for a network of health care providers for business purposes; providing of statistical information relating to transportation logistics.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

**MARK: DIBARY****APPLICATION NUMBER: 16888.21****FILING DATE: 25<sup>th</sup> March, 2021****PROPRIETOR: DIBARY GROUP LIMITED** of 29 ALBERT STREET, BELIE CITY, BELIZE**INTERNATIONAL CLASS(ES): 35** for wholesale and retail store services featuring a wide variety of consumer goods of others; online wholesale and retail store services featuring a wide variety of consumer goods of others.**STATEMENT OF USE:** The applicant claims that the mark is being used.**MARK: PAJERO****APPLICATION NUMBER: 16951.21****FILING DATE: 15<sup>th</sup> April, 2021****PROPRIETOR: MITSUBISHI JIDOSHA KOGYO KABUSHIKI KAISHA** of 1-21, Shibaura 3-chome, Minato-ku, Tokyo 108-8410, Japan

**INTERNATIONAL CLASS(ES): 12** for Automobiles; caravans; passenger cars; sports cars; sports utility vehicles; trailers [vehicles]; vans [vehicles]; air bags [safety devices for automobiles]; air flow spoilers for vehicles; air pumps [vehicle accessories]; anti-skid chains; anti-theft alarms for vehicles; anti-theft devices for vehicles; automobile bodies; automobile chains; radiator grills of non-metallic materials for vehicles; radiator grills of metal for vehicles; automobile tires; axles for vehicles; bands for wheel hubs; bicycle racks for vehicles; bodies for vehicles; brake linings for vehicles; brake pads for automobiles; brake segments for vehicles; brakes for vehicles; caps for vehicle fuel tanks; cigar lighters for automobiles; clutches for land vehicles; consoles being part of vehicle interiors; covers for vehicle steering wheels; doors for vehicles; driving chains for land vehicles; driving motors for land vehicles; electric motors for land vehicles; engines for land vehicles; gear boxes for land vehicles; gear lever knob for automobiles; gearing for land vehicles; automobile bumper guards; head-rests for vehicle seats; headlight wipers; hoods for vehicle engines; hoods for vehicles; fitted covers for vehicle hoods; horns for vehicles; hub caps; hubs for vehicle wheels; automobile dashboard; steps for attachment to land vehicles; license plate frame; luggage carriers for vehicles; luggage nets for vehicles; motors, electric, for land vehicles; mudguards; brake pedals for vehicles; covers for foot pedals on motorcycles; power transmission chains for land vehicles; window rain guards for cars; rearview mirrors; side-view mirrors for vehicles; reduction gears for land vehicles; reversing alarms for vehicles; roof rack; safety belts for vehicle seats; safety seats for children, for vehicles; fitted seat covers for vehicles; security harness for vehicle seats; shock absorbers for automobiles; shock absorbing springs for vehicles; brake shoes for vehicles; vehicle running boards; ski racks for automobiles; spare tire covers; spoilers for vehicles; steering wheels for vehicles; automobile sunroof; sun-blinds adapted for automobiles; wind deflectors for vehicles; suspension shock absorbers for vehicles; torque converters for land vehicles; torsion bars for vehicles; traction engines for land vehicles; trailer hitches for vehicles; transmissions, for land vehicles; vehicle bumpers; vehicle chassis; vehicle covers [shaped]; petrol gas tanks for land vehicles; vehicle seats; vehicle suspension springs; vehicle wheels; vehicle windscreens; caps for wheel rims; wheel covers [for vehicles]; windows for vehicles; windshield wiper blade; vehicle parts, namely, windshield wipers; hybrid cars; plug-in hybrid cars; electric cars; plug-in electric cars; storage battery convey car; driverless cars.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT: Arguelles & Company** of Suite 401, The Matalon, Coney Drive, Belize City, Belize.**MARK:****COLOR CLAIM: Royal Blue****APPLICATION NUMBER: 16962.21****FILING DATE: 26<sup>th</sup> April, 2021****PROPRIETOR: The Belize Bank Limited** of The Matalon Business Centre, Coney Drive, Belize City, Belize**INTERNATIONAL CLASS(ES): 36** for financial, monetary and banking services, namely e-wallet payment services.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**MARK: FRESH SIGNATURE****APPLICATION NUMBER: 17004.21****FILING DATE: 13<sup>th</sup> May, 2021****PROPRIETOR: GRUMA S.A.B de C.V.** of Av. Fundadores No.1003 Colonia Alfareros, Monterrey, Nuevo León C.P. 64753, México**INTERNATIONAL CLASS(ES):** 30 for tortillas; tortilla wraps; flat bread; pita bread; naan bread; flat breads, namely piadina [Italian flatbread].**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the word “FRESH”, separately and apart from the mark as shown.**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:****CFE(8): 26.13.25; 27.5.4****APPLICATION NUMBER: 17013.21****FILING DATE: 20<sup>th</sup> May, 2021****PROPRIETOR: OM Pharma SA** of 22 Rue du Bois-du-Lan 22, 1217 Meyrin, Switzerland**INTERNATIONAL CLASS(ES):** 5 for pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use; dietetic foods adapted for medical purposes; food for babies; dietary supplements for humans and animals; material for dental fillings and dental impressions; disinfectants; 10 for surgical, medical, dental and veterinary apparatus and instruments; artificial limbs, eyes and teeth; orthopedic articles; suture materials; 44 for medical clinic services.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the word “PHARMA”, separately and apart from the mark as shown.**PRIORITY:** Priority Claim is on the basis of an application filed on the 20<sup>th</sup> November, 2020 under number 16540/2020 in Switzerland.**AGENT: Arguelles & Company** of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK: ZEBA****APPLICATION NUMBER: 17021.21****FILING DATE: 27<sup>th</sup> May, 2021****PROPRIETOR: UPL Corporation Ltd.** of 5<sup>th</sup> Floor, Newport Building, Louis Pasteur Street, Port Louis, Mauritius**INTERNATIONAL CLASS(ES):** 1 for chemicals used in industry, agriculture, horticulture and forestry, except fungicides, herbicides, insecticides and parasiticides; artificial resins, unprocessed; plastics, unprocessed; tanning substances; compost; animal manures; fertilizers; biological preparations, other than for medical or veterinary purposes; 5 for herbicides; pesticides; insecticides; fungicides; rodenticides; preparations for killing weeds and destroying vermin.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK: EPIKO****APPLICATION NUMBER: 17107.21****FILING DATE: 24<sup>th</sup> June, 2021****PROPRIETOR: UPL Corporation Ltd.** of 5<sup>th</sup> Floor, Newport Building, Louis Pasteur Street, Port Louis, Mauritius

**INTERNATIONAL CLASS(ES):** 1 for chemicals for use in industry as well as in agriculture, horticulture and forestry except fungicides, herbicides, insecticides and parasiticides; unprocessed artificial resins, unprocessed plastics; tanning substances; compost, animal manures; fertilizers; biological preparations, other than for medical or veterinary purposes; 5 for herbicides, pesticides, insecticides, fungicides, vermicides, rodenticides, weedicides, preparations for killing weeds and destroying vermin.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK: MANZATE****APPLICATION NUMBER: 17109.21****FILING DATE: 24<sup>th</sup> June, 2021****PROPRIETOR: UPL Corporation Ltd.** of 5<sup>th</sup> Floor, Newport Building, Louis Pasteur Street, Port Louis, Mauritius

**INTERNATIONAL CLASS(ES):** 1 for chemicals for use in industry as well as in agriculture, horticulture and forestry except fungicides, herbicides, insecticides and parasiticides; unprocessed artificial resins, unprocessed plastics; tanning substances; compost, animal manures; fertilizers; biological preparations for use in industry and science, other than for medical or veterinary purposes; 5 for herbicides, pesticides, insecticides, fungicides, rodenticides, preparations for killing weeds and destroying vermin.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK: GREINER BIO-ONE****APPLICATION NUMBER: 17158.21****FILING DATE: 16<sup>th</sup> July, 2021****PROPRIETOR: Greiner Bio-One GmbH** of Bad Haller Straße 32 4550 Kremsmünster Austria

**INTERNATIONAL CLASS(ES):** 5 for chemicals for pharmaceutical, veterinary and medical purposes, in particular analysis reagents; pharmaceutical and veterinary preparations; chemico-pharmaceutical preparations; chemical preparations for medical, pharmaceutical and/or veterinary purposes; 10 for blood testing apparatus; apparatus for DNA and RNA testing for medical purpose; diagnostic apparatus for medical purposes; testing apparatus for medical purposes; medical apparatus and instruments for use in taking, sampling and analyzing body fluids; apparatus for taking blood, urine or saliva; urine or saliva testing apparatus; medical needles for taking blood, urine or saliva specimen; holders for evacuated blood, urine or saliva collection tubes; blood, urine or saliva collection tubes; evacuated tubes sealed with rubber stoppers, namely, blood, urine or saliva collection tubes; drainage tubes, drainage hoses and cannulae for medical and clinical purposes; suction drainage tubes with drainage hoses and cannulae for medical and clinical purposes; medical apparatus for taking blood, urine or saliva samples; medical drainage tubes, blood containers for medical purposes, and metal medical analysis plates for isolating nucleic acids, proteins, oligonucleotides, polynucleotides and mononucleotides contained in blood; components for temporary insertion into tubes, containers, sample containers for holding the nucleic acids in DNA and RNA, namely, buccal tubes, cannulae or pipette tips; 20 for packaging containers not of metal; thinning slides not of metal for attaching to packaging containers; sample carriers or palettes not of metal in particular for packaging containers, for isolated, positioned support of various medical apparatus or instruments, in particular pipette tips, tube holders, tubes, test tubes or cannulae; sealing caps, not of metal, in particular of plastic and/or rubber; sealing caps, not of metal, for vacuum-capable blood, urine or saliva sampling containers, in particular blood, urine or saliva sampling tubes.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK: JOBST****APPLICATION NUMBER:** 17318.21**FILING DATE:** 30<sup>th</sup> September, 2021**PROPRIETOR:** BSN medical GmbH of Schützenstrasse 1-3, 22761 Hamburg, Germany

**INTERNATIONAL CLASS(ES):** 10 for surgical and medical instruments and apparatus; orthopaedic splints; supports; orthopaedic bandages; orthopaedic hosiery; compression bandages; support bandages; medical compression garments; compression stockings; compression tights; compression socks; support stockings; support tights; support socks; gloves for medical purposes; dressing and undressing aids for medical compression garments.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:****CFE(8):** 26.13.25; 29.1.13**APPLICATION NUMBER:** 17331.21**FILING DATE:** 7<sup>th</sup> October, 2021**PROPRIETOR:** Sean Howard. of #51 Pigeon Street, San Ignacio, Cayo District, Belize

**INTERNATIONAL CLASS(ES):** 35 for marketing.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the words “BELIZE ONLINE”, separately and apart from the mark as shown.

---

**MARK: XTRA****APPLICATION NUMBER:** 17351.21**FILING DATE:** 12<sup>th</sup> October, 2021**PROPRIETOR:** Church & Dwight Co., Inc. of 500 Charles Ewing Boulevard Ewing, New Jersey, USA 08628 United States of America

**INTERNATIONAL CLASS(ES):** 3 for laundry detergents.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:****CFE(8):** 26.13.25**APPLICATION NUMBER:** 17356.21**FILING DATE:** 13<sup>th</sup> October, 2021

**PROPRIETOR:** Must Energy (Guangdong) Technology Co., LTD. of 2-5 floor of No.8 building, No.115 Zhangeha Road 1, Chancheng district, Foshan city, China

**INTERNATIONAL CLASS(ES):** 9 for Frequency converters; Lightning arresters; Battery chargers; Photovoltaic inverters; Inverters [electricity]; Solar batteries; Photovoltaic apparatus for converting solar radiation to electrical energy; Power controllers; High-frequency switching power supplies; Accumulators, electric; Computer peripherals; converters, electric; Regulated power supply apparatus; Batteries, electric.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**DISCLAIMER:** Registration of this mark shall give no exclusive right to the use of the word "ENERGY", separately and apart from the mark as shown.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.



**MARK:**

**CFE(8): 26.13.25**

**APPLICATION NUMBER: 17362.21**

**FILING DATE: 15<sup>th</sup> October, 2021**

**PROPRIETOR:** Target Brands, Inc., of 1000 Nicollet Mall, Minneapolis, Minnesota 55403 United States of America

**INTERNATIONAL CLASS(ES):** **14** for jewelry, namely, rings, toe rings, earrings, bracelets, necklaces, chokers, anklets, broaches, pins and body jewelry; watches; **18** for handbags; purses; satchels; tote bags; coin purses; clutch bags; backpacks; beach bags; wallets; toiletry bags sold empty; duffle bags; cosmetic bags sold empty; cosmetic cases sold empty; makeup bags sold empty; makeup cases sold empty; jewelry bags; **25** for clothing and apparel, namely, dresses, blouses, shorts, vests, trousers, slacks, pants, jeans, sweaters, tank tops, shirts, jackets [clothing], head wraps, wrap arounds, clothing wraps; stoles; scarves; swimwear; **35** for retail store services featuring jewelry, namely, rings, toe rings, earrings, bracelets, necklaces, chokers, anklets, broaches, pins and body jewelry, watches, handbags, purses, satchels, tote bags, coin purses, clutch bags, backpacks, beach bags, wallets, toiletry bags sold empty, duffle bags, cosmetic bags sold empty, cosmetic cases sold empty, makeup bags sold empty, makeup cases sold empty, jewelry bags, clothing and apparel, namely, dresses, blouses, shorts, vests, trousers, slacks, pants, jeans, sweaters, tank tops, shirts, jackets [clothing], head wraps, wrap arounds, clothing wraps, stoles, scarves, swimwear; online retail store services featuring jewelry, namely, rings, toe rings, earrings, bracelets, necklaces, chokers, anklets, broaches, pins and body jewelry, watches, handbags, purses, satchels, tote bags, coin purses, clutch bags, backpacks, beach bags, wallets, toiletry bags sold empty, duffle bags, cosmetic bags sold empty, cosmetic cases sold empty, makeup bags sold empty, makeup cases sold empty, jewelry bags, clothing and apparel, namely, dresses, blouses, shorts, vests, trousers, slacks, pants, jeans, sweaters, tank tops, shirts, jackets [clothing], head wraps, wrap around, clothing wraps, stoles, scarves, swimwear.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Courtenay Coye LLP of 15 A Street, Belize City, Belize



**MARK:**

**APPLICATION NUMBER: 17409.21**

**FILING DATE: 11<sup>th</sup> November, 2021**

**PROPRIETOR:** PAPA JOHN'S INTERNATIONAL, INC. of 2002 Papa John's Boulevard, Louisville, Kentucky 40299, U.S.A.

**INTERNATIONAL CLASS(ES):** **29** for chicken; chicken nuggets; chicken wings; prepared foods for consumption on or off the premises, namely, chicken; cheese sticks; **30** for pizza; flatbread, piadina, pizza turnover, calzone, and Stromboli; pizza cheese sticks; bread rolls; pepperoni rolls; breadsticks; cookies; brownies; baked desserts, namely, cinnamon bread and cookie cakes; donut holes; sauces; dipping sauces; garlic-based sauces; spicy sauces; ranch sauces; blue cheese sauce; buffalo sauce; BBQ sauce; honey mustard sauce; cheese sauce; seasonings; **39** for pizza delivery services; delivery of food and drinks by restaurants; **43** for restaurant services; restaurant services featuring in-restaurant dining and carryout and delivery services; take-out restaurant services.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**PRIORITY:** Priority Claim is on the basis of an application filed on the 25<sup>th</sup> May, 2021 under number 90733183 in the United States of America.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:** 

**CFE(8): 2.9.1; 29.1.1**

**APPLICATION NUMBER:** 17448.21

**FILING DATE:** 24<sup>th</sup> November, 2021

**PROPRIETOR:** ALIMENTOS PARA ANIMALES, SOCIEDAD ANÓNIMA of 42 calle, 20-91 zona 12, Ciudad de Guatemala, Guatemala

**INTERNATIONAL CLASS(ES):** 31 for foodstuff for animals.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**TRANSLATION:** The applicant claims that the word “NUTRIMOS AL AMOR DE TU FAMILIA”, when translated to the English language is “WE NUTURE THE LOVE OF YOUR FAMILY”.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:** 

**CFE(8): 27.5.4**

**APPLICATION NUMBER:** 17472.21

**FILING DATE:** 30<sup>th</sup> November, 2021

**PROPRIETOR:** CYTAC TECHNOLOGY LIMITED of 2<sup>nd</sup> Floor, Building D, 329 Donghuan Road Xinqiao Street, Bao'an District, Shenzhen 518125, China

**INTERNATIONAL CLASS(ES):** 9 for global positioning systems (GPS); Telescopic sights for firearms; Telescopes; Bullet-proof waistcoats; Bullet-proof vests and Bullet-proof clothing; Life saving rafts; Batteries, electric; Battery chargers; Galvanic batteries; Optical apparatus and instruments; Protection devices for personal use against accidents; 13 for holsters for guns; Pistol holsters; Gunstocks; Cartridge cases; Rifle cases; Cleaning brushes for firearms; Cartridge pouches; Sighting mirrors for guns and rifles; Cartridge belt filling machines; Hunting firearms; Shoulder straps for weapons; Noise-suppressors for guns; Tripods and stands for firearms; Weapon cases for firearms.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** EPROINT (BELIZE) LIMITED of 7 Craig Street, Belize City, Belize

---

**MARK:** 

**CFE(8): 19.3.1, 25; 29.1.1**

**COLOR CLAIM:** Pantone 1805C

**APPLICATION NUMBER:** 17586.22

**FILING DATE:** 13<sup>th</sup> January, 2022

**PROPRIETOR:** MERCK SHARP & DOHME B.V. of Waarderweg 39 Haarlem, 2031 BN Netherlands

**INTERNATIONAL CLASS(ES):** 5 for pharmaceutical preparations for the treatment of infectious diseases; anti-infectives; antivirals.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.





**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

## MARK: **LIVE GREATNESS**

**APPLICATION NUMBER:** 17609.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

**INTERNATIONAL CLASS(ES):** 35 for advertising, promotion and marketing services.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

## MARK: **RHYTHM & MOTION**

**APPLICATION NUMBER:** 17610.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

**INTERNATIONAL CLASS(ES):** 44 for health spa services.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

## MARK: **RKON BY HARD ROCK**

**APPLICATION NUMBER:** 17611.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

**INTERNATIONAL CLASS(ES):** 35 for management of hotel incentive programs of others; administration of a customer loyalty program; 39 for providing travel and transport information; travel agency services, namely, making reservations and bookings for transportation; 43 for hotel services; restaurant services; bar services; travel agency services for the reservation of hotel accommodations; making reservations and bookings for others for accommodations and meals; and hotel services featuring incentive programs providing special guest services, amenities and awards to frequent hotel guest members.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.



**MARK:** BY HARD ROCK

**CFE(8):** 26.3.1; 27.5.4

**APPLICATION NUMBER:** 17612.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

**INTERNATIONAL CLASS(ES):** 35 for management of hotel incentive programs of others; administration of a customer loyalty program; 39 for providing travel and transport information; travel agency services, namely, making reservations and bookings for transportation; 43 for hotel services; restaurant services; bar services; travel agency services for the reservation of hotel accommodations; making reservations and bookings for others for accommodations and meals; and hotel services featuring incentive programs providing special guest services, amenities and awards to frequent hotel guest members.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK: TOYOTA**

**APPLICATION NUMBER:** 17613.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** TOYOTA JIDOSHA KABUSHIKI KAISHA (also trading as TOYOTA MOTOR CORPORATION) of 1, Toyota-cho, Toyota-shi, Aichi-ken, Japan

**INTERNATIONAL CLASS(ES):** 35 for Retail services for motor vehicles; retail services for motor vehicle parts; retail services for motor vehicle accessories; advertising for automobile dealerships; publicity for automobile dealerships; developing promotional campaigns for automobile dealerships; 45 for Investigation and surveillance services relating to the physical safety of persons and security of tangible property, namely, the use of vehicle diagnostic data collected via telecommunication satellites, global positioning systems (GPS) and cellular telecommunications to alert emergency personnel when signals indicate deployment of airbags within vehicles, and when signals indicate that vehicles have crashed; tracking of stolen vehicles.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---



**MARK:**

**CFE(8):** 26.13.25

**APPLICATION NUMBER:** 17614.22

**FILING DATE:** 19<sup>th</sup> January, 2022

**PROPRIETOR:** TOYOTA JIDOSHA KABUSHIKI KAISHA (also trading as TOYOTA MOTOR CORPORATION) of 1, Toyota-cho, Toyota-shi, Aichi-ken, Japan

**INTERNATIONAL CLASS(ES):** 35 for retail services for motor vehicles; retail services for motor vehicle parts; retail services for motor vehicle accessories; advertising for automobile dealerships; publicity for automobile dealerships; developing promotional campaigns for automobile dealerships; 45 for Investigation and surveillance services relating to the physical safety of persons and security of tangible property, namely, the use of vehicle diagnostic data collected via telecommunication satellites, global positioning systems (GPS) and cellular telecommunications to alert emergency personnel when signals indicate deployment of airbags within vehicles, and when signals indicate that vehicles have crashed; tracking of stolen vehicles.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---



MARK:

CFE(8): 26.13.25

APPLICATION NUMBER: 17615.22

FILING DATE: 19<sup>th</sup> January, 2022

PROPRIETOR: TOYOTA JIDOSHA KABUSHIKI KAISHA (also trading as TOYOTA MOTOR CORPORATION) of 1, Toyota-cho, Toyota-shi, Aichi-ken, Japan

INTERNATIONAL CLASS(ES): 35 for Retail services for motor vehicles; retail services for motor vehicle parts; retail services for motor vehicle accessories; advertising for automobile dealerships; publicity for automobile dealerships; developing promotional campaigns for automobile dealerships; 45 for Investigation and surveillance services relating to the physical safety of persons and security of tangible property, namely, the use of vehicle diagnostic data collected via telecommunication satellites, global positioning systems (GPS) and cellular telecommunications to alert emergency personnel when signals indicate deployment of airbags within vehicles, and when signals indicate that vehicles have crashed; tracking of stolen vehicles.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

MARK: **ROCK OM**

APPLICATION NUMBER: 17616.22

FILING DATE: 19<sup>th</sup> January, 2022

PROPRIETOR: HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

INTERNATIONAL CLASS(ES): 44 health spa services.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

MARK: **ROCK ROYALTY**

APPLICATION NUMBER: 17617.22

FILING DATE: 19<sup>th</sup> January, 2022

PROPRIETOR: HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

INTERNATIONAL CLASS(ES): 43 for hotel services.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

MARK: **SLEEP LIKE A ROCK**

APPLICATION NUMBER: 17622.22

FILING DATE: 19<sup>th</sup> January, 2022

PROPRIETOR: HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,

INTERNATIONAL CLASS(ES): 43 for hotel services.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK: THE SOUND OF YOUR STAY****APPLICATION NUMBER:** 17623.22**FILING DATE:** 19<sup>th</sup> January, 2022**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,**INTERNATIONAL CLASS(ES):** 43 for hotel services.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK:****APPLICATION NUMBER:** 17624.22**FILING DATE:** 19<sup>th</sup> January, 2022**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,**INTERNATIONAL CLASS(ES):** 41 for rental of musical instruments.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK: SOUND TRACKS****APPLICATION NUMBER:** 17626.22**FILING DATE:** 19<sup>th</sup> January, 2022**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,**INTERNATIONAL CLASS(ES):** 39 for providing information about travel, via the internet; provision of travel information.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

**MARK:****CFE(8):** 26.11.3, 12**APPLICATION NUMBER:** 17627.22**FILING DATE:** 19<sup>th</sup> January, 2022**PROPRIETOR:** HARD ROCK LIMITED of 26 New Street, St. Helier, Jersey, JE2 3RA,**INTERNATIONAL CLASS(ES):** 43 for hotel services.**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---



MARK:

CFE(8): 26.11.3, 12

APPLICATION NUMBER: 17628.22

FILING DATE: 19<sup>th</sup> January, 2022PROPRIETOR: **HARD ROCK LIMITED** of 26 New Street, St. Helier, Jersey, JE2 3RA,INTERNATIONAL CLASS(ES): 35 for organization of customer loyalty programs for commercial, promotional, and advertising purposes.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: **Arguelles & Company** of Suite 401, The Matalon, Coney Drive, Belize City, Belize.MARK: **UNITY BY HARD ROCK**

APPLICATION NUMBER: 17629.22

FILING DATE: 19<sup>th</sup> January, 2022PROPRIETOR: **HARD ROCK LIMITED** of 26 New Street, St. Helier, Jersey, JE2 3RA,INTERNATIONAL CLASS(ES): 35 for organization of customer loyalty programs for commercial, promotional, and advertising.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: **Arguelles & Company** of Suite 401, The Matalon, Coney Drive, Belize City, Belize.MARK: **BARBIE**

APPLICATION NUMBER: 17638.22

FILING DATE: 21<sup>st</sup> January, 2022PROPRIETOR: **Mattel, Inc.** of 333 Continental Boulevard, El Segundo, California 90245-5012, United States of America

INTERNATIONAL CLASS(ES): 12 for vehicles; apparatus for locomotion by land, air or water; bicycles; tricycles; wagons; scooters; baby strollers; children's car seats; 16 for paper and cardboard; Printed matter; Book binding material; Photographs; Stationery and office requisites, except furniture; Adhesives for stationery or household purposes; Drawing materials and materials for artists; Paintbrushes; Instructional and teaching materials; Plastic sheets, films and bags for wrapping and packaging; Printers' type; printing blocks; magazines; books; paper party decorations; 18 for leather and imitations of leather; Animal skins and hides; Luggage and carrying bags; Umbrellas and parasols; Walking sticks; Whips, harness and saddlery; Collars, leashes and clothing for animals; backpacks; wallets; purses; handbags; tote bags; diaper bags; carrier for animals [bags]; 25 for clothing; footwear; headwear; costumes; face masks [clothing], not for medical or sanitary purposes.

STATEMENT OF USE: The applicant claims that it has a bona fide intention to use the mark.

AGENT: **Arguelles & Company** of Suite 401, The Matalon, Coney Drive, Belize City, Belize.MARK: **DVAqua**

APPLICATION NUMBER: 17657.22

FILING DATE: 31<sup>st</sup> January, 2022PROPRIETOR: **CAN Technologies, Inc.** of 15407 McGinty Road West, Wayzata, MN 55391, U.S.A.

**INTERNATIONAL CLASS(ES):** 5 for nutritional supplements; nutritional additives for animal foodstuffs, for medical purposes.

**STATEMENT OF USE:** The applicant claims that it has a bona fide intention to use the mark.

**AGENT:** Arguelles & Company of Suite 401, The Matalon, Coney Drive, Belize City, Belize.

---

---

**NOTICE OF PUBLICATION CORRECTION**

Take Notice that trade mark No. 15265.19 “ ” published in the Intellectual Property Journal Part 1 Vol. 23 – Nos. 7, 8 and 9 was inadvertently published with the goods:

“**INTERNATIONAL CLASS(ES): 34** for cigarettes; filter-tipped cigarettes; cigars; smokers; articles, namely, ashtrays, lighters for smokers, cigarette cases, tobacco pouches, cigarette holders; matches.”

**instead of**

“**INTERNATIONAL CLASS(ES): 34** for cigarettes; filter-tipped cigarettes; cigars; smokers’ articles, namely, ashtrays and lighters for smokers, cigarette cases, tobacco pouches, cigarette

---

---

The logo for IQOS, consisting of the letters "IQOS" in a stylized, bold font.

Take Notice that trade mark No. 16465.20 “ ” published in the Intellectual Property Journal Part 1 Vol. 23 – Nos. 9, 10 and 11 was inadvertently published with priority date as:

‘16<sup>th</sup> June, 2020’

**instead of**

‘12<sup>th</sup> August, 2020’

---

---

Take Notice that trade mark No. 16614.20 “**HOME DECORATORS COLLECTION**” published in the Intellectual Property Journal Part 1 Vol. 22 – Nos. 26 and Intellectual Property Journal Part 1 Vol. 23 – Nos. 1 and 2 was inadvertently published with filing date as:

‘27<sup>th</sup> October, 2020’

**instead of**

‘27<sup>th</sup> November, 2020’

---

---

Take Notice that trade mark No. 17124.21 “**VENAMEN**” published in the Intellectual Property Journal Part 1 Vol. 23 – Nos. 10, 11 and 12 was inadvertently published with filing date as:

‘13<sup>th</sup> June, 2021’

**instead of**

‘22<sup>nd</sup> June, 2021’



## NOTICE OF ANSWER TO OPPOSITION

**TAKE NOTICE** IN THE MATTER of an opposition by **KUESKI, S.A.P.I. DE C.V. SOFOM, E.N.R.** of Av. Americas 1297, Int. Piso 03-15, Col. Circunvalacion Americas, Guadalajara Jalisco, C.P. 44630, Mexico (also referred to as the "Opponent") to Application Nos. 17044.21 and 17043.21 each filed on the 8<sup>th</sup> June, 2021 by **LLAPINGACHO LLC** of 480 Totten Pond, 4th Floor Waltham, MASSACHUSETTS 02451 (also referred to as the "Applicant").



We, **LLAPINGACHO LLC** of 480 Totten Pond, 4th Floor Waltham, MASSACHUSETTS 02451, the applicant for registration of the above Marks, hereby give notice of our answer to the said oppositions and that the following are the grounds on which we rely as supporting our applications:

1. Save that it is admitted that the Opponent has filed an application in Belize, paragraph I of the Notice of Opposition is not admitted as the assertions are not within the knowledge of the Applicant. The Applicant puts the Opponent to proof that it has been using its mark since 2013 and has sought protection of the same in Latin America and the Caribbean.
2. To the best of our knowledge and belief, the Opponent has not used its mark in Belize as it has expressly asserted as its statement of use in its Application for Registration of its mark "Kueski (Design)" Application No. 17181.21 that it has a **"bona fide intention to use"** [emphasis added].
3. Paragraph 2 of the Opponent's Notice of Opposition is denied. The Applicant states that the "Applicant Marks" do not contravene sections 37(1) and 37(2) of the Trade Marks Act (the Act). The "Applicant Marks" are neither identical with nor similar to an earlier mark nor are the goods/services for which it is seeking protection identical or similar to that of an earlier mark.
4. Section 37(1) of the Act provides that "a trade mark shall not be registered if it is **identical** with an earlier trademark and the goods or services for which the trade mark is applied for are identical with the goods or services for which an earlier mark is protected." [emphasis added]. The Applicant's marks (Kushki word and Design) are not identical with the Opponent's mark (Kueski) and neither are the goods/services identical.
5. The Applicant is seeking protection under Classes 9, 35, 36 and 42 whereas the Opponent's mark is seeking protection under Class 36 alone. The Opponent's services under class 36 are "Banking and financial services; financial and monetary affairs, namely financial information, management and analysis services;" whereas the Applicant's class 36 services are "Electronic foreign exchange payment processing; Electronic payment services involving electronic processing and subsequent transmission of bill payment data; Merchant services, namely, payment transaction processing services; Providing an internet website portal in the field of financial transaction and payment processing services".
6. Section 37(2) of the Act provides that "a trade mark shall not be registered if because (a) it is identical with an earlier mark and is to be registered for goods/services similar to those which the earlier mark is protected or (b) it is similar to an earlier mark and is to be registered for goods or services identical with or similar to those for which the earlier mark is protected there exists a likelihood of confusion on the part of the public, which includes a likelihood of association with the earlier trade mark..."
7. The Applicant's marks are neither identical nor similar to an earlier trademark and neither are the goods/services for which it is seeking protection identical with or similar to that of an earlier trademark.
8. The Applicant further asserts that there is no likelihood of confusion on the part of the public, including the likelihood of association with the Opponent's Mark and puts the Opponent to proof of this allegation.
9. The Applicant's marks are not confusing and neither has the Applicant taken any action that could cause confusion or deception. Notwithstanding the foregoing, the trademarks are not confusingly similar and do not apply to the same or

similar products or services. Kushki is a platform that allows companies to accept payments and Kueski offers a service that consists of lending money under a model known as "buy now pay later - BNPL".

10. The Applicant avers that it is a financial technology Company operating regionally in Latin America since 2016 with headquarters based in Massachusetts, USA providing payment processing services to merchants all over Latin America including Mexico, Chile, Colombia, Ecuador and Peru with the purpose of promoting a comprehensive online payment infrastructure and the ease of movement of online payments within Latin America.
11. The Applicant Company has grown exponentially since it started, now becoming one of the most innovative and widely known paytech companies in the paytech sector in Latin America and supports platforms such as NU, CLARO, JUSTO, LAIKA, SANTANDER, CABIFY and RAPPI.
12. It currently has more than 700 employees in the 6 countries in which it has operations, as well as in Costa Rica, Brazil, the United Kingdom, Spain and Australia and a portfolio of more than 500 clients and has taken steps to initiate its operations in Dominican Republic, Guatemala, Costa Rica, El Salvador, Nicaragua, Honduras and Panama.
13. The Applicant Company and its "Kushki" Brands have been so successful over the years that it has the support of an extensive number of affiliate banks, processors and allies for the provision of the service, with multinational and local clients at the regional level, which have allowed it to create an ecosystem for payment management in which it is duly certified and recognized.
14. According to Bloomberg:  
<https://www.bloomberglia.com/english/kushki-becomes-ecuadors-first-unicorn/>  
 QUITO — Ecuadorian 'paytech' Kushki has announced the closing of a Series B funding of \$186 million that pushes the startup's valuation past \$1 billion, making it the country's first unicorn.  
 The financing round featured the participation of Kaszek Ventures, Clocktower Ventures, SoftBank Latin America Fund and DILA Capital, among others.
15. Unicorn companies are those modern companies - start ups - valued at over one hundred million dollars. Since 2013, the year in which unicorn companies came about, the most significant have been Uber and Didi, Airbnb, Juul and WeWork and at a regional level company such as Rappi and Nu Bank.
16. "KUSHKI" is widely known amongst its users and is known to be a safe and reliable payment button, with a pci-dss3.2 certificate (data security standard for the credit card industry payment), and because it also has an anti-fraud system and transaction coverage.
17. The Applicant Company has since its inception used the Applicant Marks 17044.21 and 17043.21 ("Kushki Marks") in Latin America and is well known as a leader in the payment processing sector.
18. The services for which the Applicant Marks are being used is for payment platforms that help businesses in Latin America accept payments digitally and offering its customers a wider market share and the end consumers the ability to purchase their favorite products online.
19. Paragraph 3 of the Opponent's Notice of Opposition is denied. The Applicant's Marks are neither identical with or similar to the Opponent's mark. The Opponent is put to proof that it has gained a reputation in Belize and that use of the Applicant's Marks would take unfair advantage of, or be detrimental to, the distinctive character or the repute of the Opponent's trade mark.
20. Paragraph 4 of the Notice of Opposition is denied because the Opponent has not satisfied the requirements for well-known status under section 38(1) of the Trade Marks Act as it has not been registered in Belize and neither is it well-known in Belize.
21. Paragraph 5 of the Opponent's Notice of Opposition is denied as the Applicant has not applied for registration of its marks in bad faith as it is merely seeking to protect its Marks as its business continues to grow exponentially. The Opponent's application was filed in bad faith since soon after the Applicant's applications were filed in Belize [in June of 2021] the Opponent sought to file their application [in July of 2021] with full knowledge that they had failed in other jurisdictions to oppose the registration of the Applicant's mark.

22. The Applicant's marks have been successfully registered in various jurisdictions including Ecuador, Colombia, Chile, Peru, European Union, Dominican Republic and Guatemala either by the Applicant itself or by virtue of its various subsidiaries.
23. To the best of the Applicant's knowledge, Kueski only operates in México. The Applicant currently operates in the US, Colombia, México, Ecuador, Perú and Chile and have entities in Brazil, Honduras, Nicaragua, El Salvador, Guatemala, Costa Rica, Panamá, Cayman Islands and Dominican Republic. The Applicant's applications have been made in good faith as it is seeking to protect its mark in jurisdictions in which they have intention to offer payment services throughout Latin America, which includes Belize.
24. The Applicant is also seeking registration in various other jurisdictions in Latin America and the Caribbean such as Argentina, Brazil, Bolivia, Paraguay, Uruguay, Venezuela, Costa Rica, Honduras, El Salvador, Nicaragua and Panama, which are still in process.
25. Apart from the current Oppositions to the Belize Application, the Opponent has filed various oppositions to the Applicant's applications in various jurisdictions such as Costa Rica, and has failed in its Oppositions.
26. Paragraph 6 is denied. The Applicant reiterates the paragraphs set out above and avers that the Applicant Marks in fact pass the criteria for registration under the Trade Mark Act and fervently denies the Opponent's assertions.

**TAKE NOTICE** IN THE MATTER of an opposition by **KUESKI, S.A.P.I. DE C.V. SOFOM, E.N.R.** of Av. Americas 1297, Int. Piso 03-15, Col. Circunvalacion Americas, Guadalajara Jalisco, C.P. 44630, Mexico (also referred to as the "Opponent") to Application Nos. 17044.21 and 17043.21 each filed on the 8<sup>th</sup> June, 2021 by **LLAPINGACHO LLC** of 480 Totten Pond, 4th Floor Waltham, MASSACHUSETTS 02451 (also referred to as the "Applicant").

## KUSHKI

We, **LLAPINGACHO LLC** of 480 Totten Pond, 4th Floor Waltham, MASSACHUSETTS 02451, the applicant for registration of the above Marks, hereby give notice of our answer to the said oppositions and that the following are the grounds on which we rely as supporting our applications:

1. Save that it is admitted that the Opponent has filed an application in Belize, paragraph I of the Notice of Opposition is not admitted as the assertions are not within the knowledge of the Applicant. The Applicant puts the Opponent to proof that it has been using its mark since 2013 and has sought protection of the same in Latin America and the Caribbean.
2. To the best of our knowledge and belief, the Opponent has not used its mark in Belize as it has expressly asserted as its statement of use in its Application for Registration of its mark "Kueski (Design)" Application No. 17181.21 that it has a "**bona fide intention to use**" [emphasis added].
3. Paragraph 2 of the Opponent's Notice of Opposition is denied. The Applicant states that the "Applicant Marks" do not contravene sections 37(1) and 37(2) of the Trade Marks Act (the Act). The "Applicant Marks" are neither identical with nor similar to an earlier mark nor are the goods/services for which it is seeking protection identical or similar to that of an earlier mark.
4. Section 37(1) of the Act provides that "a trade mark shall not be registered if it is **identical** with an earlier trademark and the goods or services for which the trade mark is applied for are identical with the goods or services for which an earlier mark is protected." [emphasis added]. The Applicant's marks (Kushki word and Design) are not identical with the Opponent's mark (Kueski) and neither are the goods/services identical.
5. The Applicant is seeking protection under Classes 9, 35, 36 and 42 whereas the Opponent's mark is seeking protection under Class 36 alone. The Opponent's services under class 36 are "Banking and financial services; financial and monetary affairs, namely financial information, management and analysis services;" whereas the Applicant's class 36 services are "**Electronic foreign exchange payment processing; Electronic payment services involving electronic processing and subsequent transmission of bill payment data; Merchant services, namely, payment transaction processing services; Providing an internet website portal in the field of financial transaction and payment processing services**".

6. Section 37(2) of the Act provides that "a trade mark shall not be registered if because (a) it is identical with an earlier mark and is to be registered for goods/services similar to those which the earlier mark is protected or (b) it is similar to an earlier mark and is to be registered for goods or services identical with or similar to those for which the earlier mark is protected there exists a likelihood of confusion on the part of the public, which includes a likelihood of association with the earlier trade mark..."
7. The Applicant's marks are neither identical nor similar to an earlier trademark and neither are the goods/services for which it is seeking protection identical with or similar to that of an earlier trademark.
8. The Applicant further asserts that there is no likelihood of confusion on the part of the public, including the likelihood of association with the Opponent's Mark and puts the Opponent to proof of this allegation.
9. The Applicant's marks are not confusing and neither has the Applicant taken any action that could cause confusion or deception. Notwithstanding the foregoing, the trademarks are not confusingly similar and do not apply to the same or similar products or services. Kushki is a platform that allows companies to accept payments and Kueski offers a service that consists of lending money under a model known as "buy now pay later - BNPL".
10. The Applicant avers that it is a financial technology Company operating regionally in Latin America since 2016 with headquarters based in Massachusetts, USA providing payment processing services to merchants all over Latin America including Mexico, Chile, Colombia, Ecuador and Peru with the purpose of promoting a comprehensive online payment infrastructure and the ease of movement of online payments within Latin America.
11. The Applicant Company has grown exponentially since it started, now becoming one of the most innovative and widely known paytech companies in the paytech sector in Latin America and supports platforms such as NU, CLARO, JUSTO, LAIKA, SANTANDER, CABIFY and RAPPI.
12. It currently has more than 700 employees in the 6 countries in which it has operations, as well as in Costa Rica, Brazil, the United Kingdom, Spain and Australia and a portfolio of more than 500 clients and has taken steps to initiate its operations in Dominican Republic, Guatemala, Costa Rica, El Salvador, Nicaragua, Honduras and Panama.
13. The Applicant Company and its "Kushki" Brands have been so successful over the years that it has the support of an extensive number of affiliate banks, processors and allies for the provision of the service, with multinational and local clients at the regional level, which have allowed it to create an ecosystem for payment management in which it is duly certified and recognized.
14. According to Bloomberg:  
<https://www.bloomberglia.com/english/kushki-becomes-ecuadors-first-unicorn/>  
 QUITO — Ecuadorian 'paytech' Kushki has announced the closing of a Series B funding of \$186 million that pushes the startups valuation past \$1 billion, making it the country's first unicorn.  
 The financing round featured the participation of Kaszek Ventures, Clocktower Ventures, SoftBank Latin America Fund and DILA Capital, among others.
15. Unicorn companies are those modern companies - start ups - valued at over one hundred million dollars. Since 2013, the year in which unicorn companies came about, the most significant have been Uber and Didi, Airbnb, Juul and Wework and at a regional level company such as Rappi and Nu Bank.
16. "KUSHKI" is widely known amongst its users and is known to be a safe and reliable payment button, with a pci-dss3.2 certificate (data security standard for the credit card industry payment), and because it also has an anti-fraud system and transaction coverage.
17. The Applicant Company has since its inception used the Applicant Marks 17044.21 and 17043.21 ("Kushki Marks") in Latin America and is well known as a leader in the payment processing sector.
18. The services for which the Applicant Marks are being used is for payment platforms that help businesses in Latin America accept payments digitally and offering its customers a wider market share and the end consumers the ability to purchase their favorite products online.
19. Paragraph 3 of the Opponent's Notice of Opposition is denied. The Applicant's Marks are neither identical with or similar to the Opponent's mark. The Opponent is put to proof that it has gained a reputation in Belize and that use of the Applicant's Marks would take unfair advantage of, or be detrimental to, the distinctive character or the repute of the Opponent's trade mark.

20. Paragraph 4 of the Notice of Opposition is denied because the Opponent has not satisfied the requirements for well-known status under section 38(1) of the Trade Marks Act as it has not been registered in Belize and neither is it well-known in Belize.
  21. Paragraph 5 of the Opponent's Notice of Opposition is denied as the Applicant has not applied for registration of its marks in bad faith as it is merely seeking to protect its Marks as its business continues to grow exponentially. The Opponent's application was filed in bad faith since soon after the Applicant's applications were filed in Belize [in June of 2021] the Opponent sought to file their application [in July of 2021] with full knowledge that they had failed in other jurisdictions to oppose the registration of the Applicant's mark.
  22. The Applicant's marks have been successfully registered in various jurisdictions including Ecuador, Colombia, Chile, Peru, European Union, Dominican Republic and Guatemala either by the Applicant itself or by virtue of its various subsidiaries.
  23. To the best of the Applicant's knowledge, Kueski only operates in México. The Applicant currently operates in the US, Colombia, México, Ecuador, Perú and Chile and have entities in Brazil, Honduras, Nicaragua, El Salvador, Guatemala, Costa Rica, Panamá, Cayman Islands and Dominican Republic. The Applicant's applications have been made in good faith as it is seeking to protect its mark in jurisdictions in which they have intention to offer payment services throughout Latin America, which includes Belize.
  24. The Applicant is also seeking registration in various other jurisdictions in Latin America and the Caribbean such as Argentina, Brazil, Bolivia, Paraguay, Uruguay, Venezuela, Costa Rica, Honduras, El Salvador, Nicaragua and Panama, which are still in process.
  25. Apart from the current Oppositions to the Belize Application, the Opponent has filed various oppositions to the Applicant's applications in various jurisdictions such as Costa Rica, and has failed in its Oppositions.
  26. Paragraph 6 is denied. The Applicant reiterates the paragraphs set out above and avers that the Applicant Marks in fact pass the criteria for registration under the Trade Mark Act and fervently denies the Opponent's assertions.
-

**NOTICE OF RULING**













**IN THE MATTER OF A NOTICE OF OPPOSITION BETWEEN VITASOY INTERNATIONAL HOLDINGS LIMITED (THE OPPONENT), AND TRADE MARK APPLICATION NO. 10176.13 FILED BY CALIDAD PASCUAL, S.A. (THE APPLICANT)**









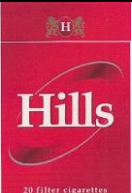
**TAKE NOTICE** that the Registrar has ruled against the applicant, due to the failure of the applicant to notify the Registrar within the prescribed time limit (paragraph 9(4) of A.I. No. 1 of 2005), to the Notice of Hearing. The Registrar has therefore refused the above application based on the grounds stated above.

**DATED** this 2<sup>nd</sup> day of September, 2022.




---

**REGISTERED TRADEMARKS**

Registration Number	Mark	Name of Proprietor	International Classification of Goods and Services
16465.20		<b>Philip Morris Products S.A.</b> of Quai Jeanrenaud 3, 2000 Neuchâtel, Switzerland	12 34
16467.20		<b>Philip Morris Products S.A.</b> of Quai Jeanrenaud 3, 2000 Neuchâtel, Switzerland	12 34
16497.20		<b>Spectrum Brands, Inc.</b> of 3001 Deming Way, Middleton, Wisconsin 53562, United States of America	6
16577.20		<b>J. Choo Limited</b> of 10 Howick Place, London, SW1P 1GW, United Kingdom	18 25 35
16615.20		<b>Home Depot International, Inc.</b> of 2455 Paces Ferry Road, Atlanta, Georgia, U.S.A.	6 7 9
16690.21		<b>The Belize Bank Limited</b> of 2nd Floor, The Matalon Business Centre, Coney Drive, Belize City, Belize,	36
16825.21		<b>CMI IP HOLDING</b> of 20, RUE EUGENE RUPPERT L-2453 LUXEMBOURG	30
16830.21		<b>CMI IP HOLDING</b> of 20, RUE EUGENE RUPPERT L-2453 LUXEMBOURG	30
16880.21		<b>Advanced Drainage Systems, Inc.</b> of 4640 Trueman Boulevard Hilliard, Ohio 43026, U.S.A.	6 7 11 17 19
16882.21		<b>Advanced Drainage Systems, Inc.</b> of 4640 Trueman Boulevard Hilliard, Ohio 43026, U.S.A.	6 7 11 17 19
16884.21		<b>Advanced Drainage Systems, Inc.</b> of 4640 Trueman Boulevard Hilliard, Ohio 43026, U.S.A.	6 7 11 17 19
16928.21		<b>Wolverine Outdoors, Inc.</b> of 9341 Courtland Drive NE, Rockford, Michigan 49351, United States of America	25

16933.21	<b>HUSH PUPPIES</b>	<b>Wolverine Outdoors, Inc.</b> of 9341 Courtland Drive NE, Rockford, Michigan 49351, United States of America	35
16965.21		<b>Unilever IP Holding B.V.</b> of Weena 455, Rotterdam 3013 AL, Netherlands	29 30 32
16996.21		<b>Amazon Technologies, Inc.</b> of 410 Terry Ave N, Seattle, WA 98109, U.S.A.	9 35 36 39
17029.21		<b>Socias Limited</b> of 104 Barrack Road, Belize City, Belize	35 39
17046.21		<b>INNERSLOTH LLC</b> of P.O. BOX 2532 Redmond, Washington, 98073, United States of America	9 14 16 18 25
17047.21		<b>INNERSLOTH LLC</b> of P.O. BOX 2532 Redmond, Washington, 98073, United States of America	9 14 16 18 25
17048.21	<b>AMONG US</b>	<b>INNERSLOTH LLC</b> of P.O. BOX 2532 Redmond, Washington, 98073, United States of America	9 14 16 18 25
17094.21		<b>BRITISH AMERICAN TOBACCO (BRANDS) LIMITED</b> of Globe House, 4 Temple Place, London, WC2R 2PG	5
17095.21		<b>Hormel Foods Corporation</b> of 1 Hormel Place, Austin, Minnesota 55912-3680, United States of America	29
17124.21	<b>VENAMEN</b>	<b>A. MENARINI INDUSTRIE FARMACEUTICHE RIUNITE S.r.L.</b> of 3, Via dei Sette Santi - Firenze, Italy	5
17213.21		<b>RESOCO COSTA RICA SOCIEDAD ANONIMA</b> of San José, San José, La Uruca, 200 m. north and 25 m. west from Rapi Freno	35
17214.21	<b>BRETANO</b>	<b>RESOCO COSTA RICA SOCIEDAD ANONIMA</b> of San José, San José, La Uruca, 200 m. north and 25 m. west from Rapi Freno	35
17220.21		<b>Crisol Trading Panama Corp.</b> of Edificio Torre Plaza 2000, Piso 12, Calle 53 Este, Av. Nicanor de Obarrio y Calle 50 Panama, Republica de Panama	34



17226.21	<b>KOMLA</b>	<b>Químicos y Lubricantes, S.A.</b> of Anillo Periférico 17-36, zona 11, Guatemala City	5
17227.21	<b>KOWEN</b>	<b>Químicos y Lubricantes, S.A.</b> of Anillo Periférico 17-36, zona 11, Guatemala City	5
17229.21	<b>ELZONRIS</b>	<b>Stemline Therapeutics, Inc.</b> of 750 Lexington Avenue, 11th Floor New York, NY 10022, Unites States of America	5
17233.21	<b>SWIZZLE</b>	<b>Serge Island Dairies Limited</b> of 3 Felix Fox Boulevard, Kingston, Jamaica	32
17237.21	<b>SEROLUX</b>	<b>Novartis AG</b> of 4002 Basel, Switzerland	5
17238.21	<b>GABOTON</b>	<b>Novartis AG</b> of 4002 Basel, Switzerland	5
17240.21	<b>NAKOM</b>	<b>Novartis AG</b> of 4002 Basel, Switzerland	5
17241.21	<b>NEOTIAPIM</b>	<b>Novartis AG</b> of 4002 Basel, Switzerland	5
17246.21	<b>HydraFacial</b>	<b>Edge Systems LLC</b> of 2277 Redondo Avenue, Signal Hill, California 90755, U.S.A.	3
17248.21	<b>HydraFacial</b>	<b>Edge Systems LLC</b> of 2277 Redondo Avenue, Signal Hill, California 90755, U.S.A.	44
17269.21	<b>HOKA</b>	<b>DECKERS OUTDOOR CORPORATION</b> of 250 Coromar Drive, Goleta, California 93117 United States of America	25
17298.21		<b>Rudra Ventures Private Limited,</b> of MAANGAT ROAD VILLAGE SEERA LUDHIANA PUNJAB, INDIA PIN 141001	34
17312.21		<b>Red Bull GmbH</b> of Am Brunnen 1, 5330 Fuschl am See, Austria	25
17330.21		<b>Maria Espat</b> of Sal Si Puedes Alley, Benque Viejo Town, Cayo District, Belize	35