

《斯沃琪在对苹果iWatch的商标侵权案中获胜》

导读:2014年3月，瑞士手表制造商斯沃琪公司向英国知识产权办公室上诉，指控苹果公司的智能手表“iWatch”一名侵权其手表“Swatch”的商标。而就在近日，此案斯沃琪公司胜诉。



Swiss watchmaker Swatch has successfully opposed Apple's registration of the trademark "iWatch" in the UK.

????????Swatch????????iWatch????????

The UK's Intellectual Property Office (IPO) upheld Swatch's opposition, which was filed in March 2014.

????????2014?3????????IPO????????

Swatch said the name "iWatch" was too similar to its own trademarks for the words "iSwatch" and "Swatch".

????????"iWatch"????????"iSwatch"??"Swatch"????????



And by the time in launched its smartwatch, in 2015, Apple had decided to call its product "Apple Watch".

????????2015????????????????????"Apple Watch"????????

But should the California-based company wish to use the name "iWatch" in the UK at some point in future, it can now do so only with certain products.

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These include computer software and computer accessories - but not computer hardware, monitors, audio and video devices or cameras.

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The IPO's decision follows a hearing in April.

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Trademarks are territorial'

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This decision shows the difficulty global brands can have when it comes to launching a new product around the world, said Sharon Daboul, a trademark lawyer at law firm EIP.

????EIP??

Trademarks are territorial, which means that a trademark must be available for registration in every country of interest.

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Swatch declined to comment on the decision.

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