

Trade Mark Forms

I. Seeing

1. **Word mark**

a. **Word marks**

- aa. Single Words (Dash, BOSS)
- bb. Compound words (Ryanair, ThyssenKrupp)
- cc. Several words (Burger King, United Colours of Benetton)
- dd. Slogans (Everytime a good time)

b. **Letter marks**

BMW, ADAC

c. **Numerical marks**

4711, quattro

2. **Figurative marks**

Teapot, shell

3. **Combination marks**

a. **Word/figurative marks**

Dog with gramophone + HMV

b. **Letter number marks**

K2R, A 4, F 6

4. **Color marks**

Magenta, yellow-green

5. **Mould marks**

a. **Three-dimensional designs** (Odol bottle, Jaguar radiator figure)

b. **Tracer mark** (textiles, cables)

6. **Position marker** (button in ear)

7. **Motion Markers**

SAT1 balls, hologram, arm movement (ZDF)

8. **Multimedia brand**

II. Listening

Audio marks

1. **Melodies** (jingle)

2. **Sounds** (Tarzan cry, MGM lion)

III. Smelling

Odor marks (olfactory marks)

Scented toilet paper, scented phone cards, Smell of fresh cut grass

IV. Tasting

Taste marks (gustatory marks)

Taste of a lipstick or condom

V. Feeling

tactile marks (haptic or tactile marks)

Brand design for the blind