

**Decision No. 3619/2007 formally served on 5 November 2007**  
**Case No. 8225/2003**

1. Reversal /Recourse
2. National Procedures

PRECIS: The Athens Administrative Court of First Instance has decided to reverse the decision of the Trademark Committee (No. 9867/18-11-2002) that partially rejected the trademark application ISIC filed by the Danish company "ISIC ASSOCIATION" with regard to class 16 (books, magazines and brochures regarding tourism, maps, city maps, schedule timetables for mass transit, guides for hotel and accommodation, address directories and identity cards) as it considered it to be confusingly similar with the prior trademark ISIS which also covered goods in class 16 (paper and paper-made items, carton and carton-made items and paper games).

**ISIC mark is not confusingly similar with ISIS mark**

The ISIC (International Student Identification Card) is a very well-known and broadly accepted student card, on an international level, as it has been issued to over 40 million students globally, from its launch in 1968 until present, and currently offers its student holders more than 32,000 discounts and benefits in 106 countries of the world.

When the Danish company ISIC Association filed for an International Registration of the following trademark



in classes 16 and 36, it received a provisional partial refusal from the Greek Trademark Office, which found that it conflicted (in class 16) with the earlier domestic trademark ISIS, which was registered in the name of the company "CHINESE EMPORIUM - TAKIS GAVRILOGLOU A.E.T.E.".

The ISIC Association then filed Recourse in an attempt to reverse the above decision of partial refusal and the Administrative Court of First Instance accepted its arguments that there is in fact no risk of confusion between the trademark



and the trademark



The Court determined in its finding that there is no visual or phonetic similarity between the above marks and emphasized the fact that the ending letters C and S of the respective marks have a totally different pronunciation and produce a totally different sound in Greek: "K" and "S" respectively. The Court also deemed significant the fact that the ISIC mark was written in italics while ISIS was not, and also that the respective devices that were included in each mark were quite different from each other.

*Reported by Eleni Lappa*

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