

***THE TURKISH PATENT INSTITUTE ACCEPTS COLOR PER SE  
REGISTRABLE AS A TRADEMARK  
IN TURKEY***

The Turkish Patent Institute accepted the trademark application filed for the abstract single lilac color, which is used in connection with “MILKA” products in the name of “Kraft Foods” (Kraft). The trademark application was extended to Turkey by an international registration filed through the Madrid Protocol. The Turkish Patent Institute, accepted our arguments filed on behalf of “Kraft” in that the lilac single color is well known through the extensive use both in Turkey and worldwide, that the lilac single color enjoys a significant awareness in Turkey.

As no opposition has been filed in the opposition period the application for the lilac color has matured into registration without further obstacle.

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