

**T.R.**  
**TURKISH PATENT INSTITUTE DIRECTORATE**  
**Re- examination and Evaluation Board**

**No** : B.14.1.TPE.0.05.00-2007/42798  
**Subject** : Board's Decision no. 2009-M-1676

**UĞUR AKTEKİN (GÜN DAN. HİZM. LTD. ŞTİ.)**  
**Koreşhitleri Cad. No: 32 80300 Zincirlikuyu/İSTANBUL**

**Re:** trademark application "billboard" numbered 2007/42798.

The decision numbered 2009-M-1676 of the Re-Examination and Evaluation Board, regarding the trademark application in re, is attached.

Kindly presented for your information.

Prof. Dr. Habip ASAN  
On behalf of the President of  
Re-evaluation and Examination  
Board  
İsmail FİDAN  
(Board Member)  
(Signature)

**Attachment:** Board Decision no. 2009-M-1676

**REPUBLIC OF TURKEY**  
**TURKISH PATENT INSTITUTE**  
**Re-examination and Evaluation Board**

**Decision Date** : 15.04.2009  
**Application Number** : 2007/42798 **Application Date:** 10.08.2007  
**Trademark** : billboard  
**Applicant** : FUAT ŞARKI  
**Attorney** : İLKER YADİKAR (YÖNTEM PATENT DAN. HİZM. LTD. ŞTİ.)

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**Decision No:** 2009-M-1676

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**Appeal Number:** 2008-G-229148 **Appeal Date:** 04/11/2008  
**Appellant:** VNU BUSINESS MEDIA, INC.  
**Attorney:** UĞUR AKTEKİN (GÜN DAN. HİZM. LTD. ŞTİ.)

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**SUBJECT**

Examination of the appeal filed against the refusal decision granted per Article 36 of the Decree Law numbered 556.

**OPINION AND CONSIDERATIONS**

The appeal filed for the refusal of the trademark application "billboard" numbered 2007/42798 pursuant to Article 8 of the Decree Law No. 556 has been examined. As a result of examination, although the appellant's remaining appeal grounds have not been approved, since it is thought that the trademark application and the trademark "billboard" numbered 2006 47408 are identical, that the consumers may create correlation between the trademarks considering the original character of the expression "billboard", that the said situation may cause likelihood of confusion, the appeal based on similarity had to be accepted.

**DECISION**

It has been unanimously decided for the acceptance of the appeal and the refusal of the trademark application.

Assoc. Dr. Habip ASAN  
President of The Re-examination and Evaluation Board  
(Signature)

İsmail FİDAN  
Member  
(Signature)

Önder E. ÜNSAL  
Member  
(Signature)