

Independent Study Title : The Protection of Fragrance as Trademark in Thai Law  
Author : Ms. Catherine Sahachaiyunta  
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Advisor : Mr. Wutipong Vechayanon

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## ABSTRACT

The current Thai Trademark Act B.E. 2543 aims to give protection to visual marks only. Should a fragrance mark (or scent mark) be introduced to certain goods in Thailand, Fragrance of the product still cannot be registered as a trademark under The Thai Trademark Act B.E. 2543. So fragrance is not protected by the Thai trademark law.

The objectives of the research are to study and understand Thai law as well as foreign laws on the concept and principle with respect to protection of fragrance marks and also to analyze problems, and also to study the suitability and benefit with respect to protection of fragrance marks.

This research will compare between the different systems in the domestic laws and international laws in various countries such as those of the United States of America, the United Kingdom, Hong Kong, Australia and the current system in Thailand. It also looks up into the problems of fragrance marks and tries to find the way to solve the problems.

Finally, this independent research paper might be used as one of the enriched information sources in developing and understanding and handling the issues of protecting fragrance trademark.