

Independent Study Title : The Protection of Non-Traditional Trademark : Case Study
on Hologram Mark

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ABSTRACT

The growth of trade has been rapidly expanding, so there is high competition among producers. The producers try to find a unique sign to identify and promote their products or services. As technologies have developed, the types of trademarks have expanded to non-traditional trademarks such as hologram mark. Unlike other non-traditional trademarks such as the shape of goods or a group of colors, there is no law that warrants clearly that a hologram mark can be registered as a trademark. In some countries, the definition of a trademark is wide to cover a hologram mark as a trademark. They give the reason that if any mark can fulfill the essential function of a trademark, it can be registered as a trademark. Some countries do not allow a hologram mark to be registered as a trademark because the definition of a trademark does not cover hologram marks even though it can perform the essential function of a trademark.

This paper presents the protection of hologram marks under the principle of the United States Trademark law, principle of the United Kingdom Trademark law and principle of Thai Trademark law.