

Container shape of "Medicated Sekkisei" registered as "3D trademark" in Taiwan

Identifiability of product (even without text) acknowledged



KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, President & CEO: Kazutoshi Kobayashi), which had applied for a trademark in Taiwan for the design of the container for "Medicated Sekkisei" face lotion — which has long been sold all over Asia — today announced that the package has been registered as a "3D trademark" on May 16th^{*1}, in recognition of how identifiable the package (including the color) is even without a label.

^{*1} Taiwan trademark registration no.: 01768722

In contrast with general trademarks which are applied to two-dimensional subjects such as text or designs, 3D trademarks recognize trademark rights on three-dimensional shapes such as containers.

Recently, the Administrative Supreme Court in Taiwan^{*2} ruled that "the shape of the container for "Medicated Sekkisei" is so well-known in Taiwan that its shape (including color) is sufficiently identifiable even without text as a trademark." It is extremely rare to be granted a 3D trademark in recognition of the identifiability of a shape alone (without any text).

^{*2} Equivalent to the Supreme Court of Japan

"Sekkisei" face lotion was released in Japan in 1985, and then in Taiwan in 1986. Since then it has been recognized for its nice touch and efficacy, and has been a favorite product among customers primarily throughout Asia for over 30 years. When looked at from above, its unique azure container has a roughly hexagonal shape that brings to mind the shape of a snow crystal. Its basic ingredients and feel have not changed since it was first released, and the design of the container has come to serve as the symbol of "Sekkisei."

With over 50 million cumulative units of face lotion sold at the end of last year^{*3} and total brand sales (based on shipments) for the 2015 fiscal year exceeding 30 billion yen, the "Sekkisei" brand has grown to represent KOSÉ. It is also one of the most well-known Japanese cosmetics brands in Japan, and is regularly chosen especially among Asian customers as a Japanese souvenir. KOSÉ regards this recent decision to register "Sekkisei" as a 3D trademark as recognition that the value of the brand now prevails throughout Asia.

^{*3} Worldwide units sold, including products of all sizes, limited products, etc.

■ Reference material

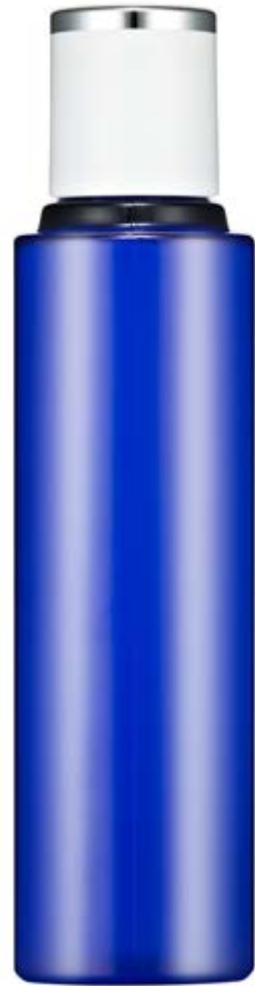
Application drawings (selection)



Front



Rear



Side



Top