

## العلامة التجارية المشهورة

### دراسة مقارنة

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### Abstract

(WELL KNOWN COMMERCIAL MARK )

well known commercial mark : is a well-known mark with a broad sector of the public concerned in the requested State protection as a famous..

There are three criteria can be measured on the basis of known brand: first " : objective criterion pertains to the public knowledge of the mark and the duration of use and duration of publicity and advertising and the number of countries in which it registered and value in commercial markets. Secondly:" Standard Profile who regard to their knowledge mark in the public sector in question, and that the public concerned varies depending on "what he is to be good or service if provided to the community as a whole audience on society in general, but if they submit to a particular category or class of society such as specialistsin a particular area audience on here is this category of specialists. Third " : the standard spatial scale and here split

legislation into two first only known brand in the territory of the requested State to protect the brand, and the second, which is delegated to the Egyptian conditions shall be met to be brand world-famous" In Egypt even longer famous mark. has We have also noticed "that ensured the protection of legislation expanded the brand famous exception to the principle of territorial which requires the protection of the mark to be registered in the territory of the requested State protection, and the principle of specialization which defines the scope of protection of the goods and services similar to those that distinguish the famous mark. And that this broad protection of the mark famous meet the desire of the owners of such marks who have made efforts and expenditures in order to achieve the greatest possible fame for their brands in order to increase sales of products that carry this mark and thereby increase the profits of the enterprise, so we see that justice can enjoy the famous mark this protection wide for the benefit of the owner as well as the interests of consumers of products covered by the mark, as this protection guarantee them not to fall into the mixing or confusion about the source of products that will be available to have confidence that these products from the original source and is imitated

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