# Providing Information on How TM5 Members Describe Goods and Services

December, 2021

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☐ Project of 'Providing Information on How TM5 Members Describe Goods and Services'

### O Overview and Objective

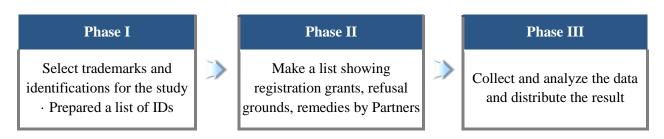
- In a bid to improve the convenience of applicants in TM5 member countries, the TM5 Partners aimed to provide information on how TM5 members describe goods and services by collecting and comparing each jurisdiction's examination guidelines on acceptable identifications of goods and services and databases related thereto, thereby protecting stakeholders from unnecessary expenses and time consumption as well as delay of attainment of trademark rights arising from the incorrect identification of goods and services.

### **O Progress**

- In May 2017, the pilot study was conducted on 100 identifications of goods and services selected from the international trademark applications in which two or more TM5 jurisdictions are designated, based on the data published on the WIPO website. From October 2017 through April 2019, the TM5 Partners conducted studies on 100 identifications of goods and services selected in each round and derived the results from 500 cases in total, as such a study was carried out five times including the pilot, and summarized each jurisdiction's characteristics of acceptable identifications of goods and services.

### O Methods

- Study subjects were selected from the identifications of goods/services set forth in trademark applications commonly filed in TM5 Partners through the Madrid System.
- Respective TM5 Partners analyzed and prepared the lists in accordance with their own guidelines on acceptable indications of goods/services.
- After gathering the information, the study result was distributed to each of the TM5 Partners.
- Based on detailed comparative analysis, the guideline on each jurisdiction's acceptable indications of goods and services was created for users.



Europe	(EUIPO)
Europe	

### 1. Recognition of Most Class Heading of Nice Classification

EUIPO examines the terms of designated goods or services entered in trademark application based on the "Nice Classification<sup>1</sup>," and recognizes its Class Heading, a generic name, as a product name; however, the class headings under the current or previous version of the Nice Classification listed at the table below were excluded from the acceptable identifications since they were deemed to lack clarity and accuracy.

### < Examples of Class Headings Not acceptable by Europe>

Class Headings Not Acceptable in Europe		Examples of Clear Identifications
Class 6	Goods of common metal not included in other classes	Construction elements of metal     Building materials of metal
Class 7	Machines	<ul><li> Agricultural machines</li><li> Machines for processing plastics</li><li> Milking machines</li></ul>
Class 14	Goods in precious metals or coated therewith	· Works of art of precious metal
Class 16	Goods made from paper and cardboard	· Filtering materials of paper
Class 17	Goods made from rubber, gutta-percha, gum, asbestos and mica	· Rings of rubber
Class 18	Goods made of these materials [leather and imitations of leather]	· Leather straps
Class 20	Goods (not included in other classes) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics	<ul><li>Door fittings, made of plastics</li><li>Figurines of wood</li></ul>
Class 37	Repair	Shoe repair     Repair of computer hardware
Class 37	Installation services	<ul><li>Installation of doors and windows</li><li>Installation of air conditioning apparatus</li></ul>
Class 40	Treatment of materials	Treatment of toxic waste     Air purification
Class 45	Personal and social services rendered by others to meet the needs of individuals	<ul><li>Personal background investigations</li><li>Personal shopping for others</li><li>Adoption agency services</li></ul>

<sup>&</sup>lt;sup>1</sup> https://www.wipo.int/classifications/nice/nclpub/

#### 2. Use of Punctuation Marks

Caution needs to be taken in order not to let the goods be separated or incorrectly classified contrary to the intent of the applicant because of the inadequate use of punctuation marks.

### O Comma [,]

The use of comma assumes the role of separating items within the similar category or expression. For instance, in the Class 30 "flour and preparations made from cereals, bread, pastry and confectionery", preparations must be the goods perceived as items that can be or have been made from such similar materials—cereals, bread, pastry and confectionery— separated by commas.

### O Semicolon [;]

The use of a semicolon means a separation between expressions. For example, "flour and preparations made from cereals; bread, pastry and confectionery" in Class 30. In this example, the terms "bread, pastry and confectionery" must be interpreted as being independent from the other terms and not as being included in "preparations made from bread, pastry and confectionery".

A further example would be retail services in relation to clothing; footwear; headgear in Class 35. The use of a semicolon means that the terms footwear and headgear refer to separate goods, not included in the retail services. In service classes, the goods listed in relation to the services for which protection is sought should always be separated by commas.

### 3. Avoid Using Unclear Phrases or Words

Registrations will not be granted to applications with the identification of goods or services deemed unclear due to indication of certain phrases and words. Cautions need to be paid in order not to lose the clarity of entire identification. Applicants are advised to consult TMclass at <a href="http://tmclass.tmdn.org/ec2/">http://tmclass.tmdn.org/ec2/</a> which contains pre-approved terms of the Harmonised Database, automatically accepted by every EU national and regional IP office, as well as the EUIPO.

#### O 'and/or'

Slash [/] may be employed when writing identification of designated goods, however, it is limited to the cases where designated goods prior to or following the slash are included in the same Class of goods.

e.g., Chemicals for use in industry/science → All fall under the Class 1 goods/services; Import/export agency services → All fall under the Class 35 goods/services;

### O Unclear Modifier

The use of modifiers, such as 'the like,' 'ancillary,' 'associated goods,' 'and related goods' and 'etc.' when entering identification of designated goods will not be accepted because it is

comprehensive and unclear.

e.g., cosmetics and associated goods → 'associated goods' is Not Acceptable.

### O 'Parts and Fittings' and 'Components and Accessories'

The terms, such as 'part and fittings' and 'components and accessories,' are unclear and not specific about which goods the terms concerned indicate such parts belong to: Provided that certain terms may be acceptable if they are limited to the specific designated goods as shown below:

e.g., Class 12 Parts and fittings for motor vehicles

Class 15 Musical accessories

Class 19 Building components made of wood

### O Expressions determining the scope of goods

When the words affecting the determination of the scope of designated goods, such as 'namely' or 'being,' are used, specific name of goods must be expressly indicated at the latter part of the expression. For instance, the Class 5 "pharmaceutical preparations, namely analgesics" only contains analgesics, and will not be viewed as containing other types of pharmaceutical agents. Expressions, such as 'in particular,' will be viewed as to show one of example goods which the designated goods intend to contain. For instance, the Class 5 "pharmaceutical preparation in particular analgesics" implicates to contain any types of pharmaceutical agents including analgesics.

\* Other expressions affecting the determination of the scope of goods

: including, including (but not limited to), especially, mainly

Moreover, as evidenced by the following examples, the use of such expressions may change the identifications deemed generic or unclear into more specific ones and therefore to be acceptable:

<b>Examples of Title</b>	Explanation on the Scope of Title	
Dairy products, <b>namely</b> cheese and butter	Limited to cheese and butter;	
Dairy products, in particular cheese and butter	Indicates all types of dairy products, such as cheese and butter;	
Clothing, all being underwear	Limited to underwear;	
Clothing, <b>including</b> underwear	Indicates all types of clothing including underwear;	

### 4. Use of Abbreviation and Acronym

Trademarks may possess indefinite duration, and interpretation of abbreviations may vary as time

goes by. But for the goods or services in relation to the classes of goods for which an application is filed, abbreviations can be recognized only when they carry a single meaning.

e.g., CD-ROM, DVD → Recognized when used in Class 9

As shown in the examples, abbreviations may be recognized as designated goods when widely known in the relevant fields. Otherwise, it is recommended not to use abbreviations that are vague or not widely recognized by a majority of people. Because their recognition may be determined based on the social norms and clarity of fact-finding results conducted by examiners.

Acronyms may be used if they are understandable and appropriate within the class of goods or services.

	l Japan	(JPO)
	- Oupui	( <b>U</b> = <b>U</b> )

- 1. JPO examines the identifications of goods/services based on the Examination Guidelines for Similar Goods & Services and such, allowing an applicant submits a description of goods/services for a newly emerged product that is not covered by any existing identification to reduce the disagreement of interpreting the product with the examiners.
- To identify the designated goods/services, applicants can submit documents showing information as follows.

Goods: method of production, method of use, raw materials, structure, efficacy or purpose of the goods etc.

Services: contents, efficacy, method of provision, purpose of the services etc.

### 2. A Semicolon [;] shall be used to separate each of designated goods and services

a) For domestic applications in Japan, the designated goods/services should be listed using double-byte comma [ , ] so as to identify every goods/services.

e.g., 第30類 コーヒー, クッキー, パン (Class 30 Coffee, cookie, bread)

b) For applications under the Madrid Protocol, the designated goods/services should be listed using semicolon [;] so as to identify every goods/services.

e.g., class 30 coffee; cookie; bread

# 3. Prohibition on Use of Registered Trademark as Identifications of Designated Goods and Services.

Since indication of goods/services should be described by using general terms, it is considered inadequate to use a registered trademark to describe them. Such indication of goods/services will be provisionally refused and suggested to modify.

### 4. Cautions for Identifications of Designated Goods and Services

The most frequent ground for refusal is comprehensiveness and the lack of clarity of goods/services. The number of provisional refusals referring to this ground are relatively large than those by other TM5 offices

Therefore, it is recommended to check the goods or services on the J-PlatPat beforehand. (URL: https://www.j-platpat.inpit.go.jp/t1201)

### O Unclear Indication

e.g., Unlimited usage and materials, Generic names, Unclear phrases, etc.

### <Examples>

Unclear Title		Examples of Proper Titles
Class 7	belts	<ul><li> belts for conveyors (Class 7)</li><li> belts for machines (Class 7)</li></ul>
Class 25	shoe dowels	<ul><li> shoe dowels of metal (Class 6)</li><li> shoe dowels, not of metal (Class 20)</li></ul>
Class 29	coffee milk	· milk-based beverages containing coffee
Class 35	providing of news (news information)	<ul> <li>providing of news article information (Class 35)</li> <li>news agency services (Class 38)</li> <li>providing of broadcasting programs (Class 41)</li> </ul>
All Classes	<ul> <li>Goods(services) falling under other relevant classes</li> <li>(Excluding those falling under other classes)</li> <li>Those not falling under other classes as ~</li> </ul>	* Because the scope of rights cannot be clearly determined, specific goods(services) falling under the class of designated goods need to be indicated.

# 5. Regarding goods/services to which there are reasonable doubts whether an applicant uses or intends to use the applied-for mark.

Designated goods and services must be listed only for those in use or intended to be used for the trademark as stated in the filing document, so where the range of goods or services listed within single Class is deemed excessive, a notification of refusal may be issued. In this regard, the applicant concerned shall submit documents proving its use or intent-to-use.

☐ Korea	(KIPO)
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1. Identifications of goods and services are examined based on the 'Standard Classification of Goods and Services' and the 'Examination Guidelines for Similar Goods & Services' published by KIPO every year. Applicants are allowed to freely indicate identifications of goods/services provided that the goods/services are subject to independent commerce in the actual marketplace, and clearly indicated to the extent that they can be specifically identified.

Comprehensive identifications, whether broad or narrow, may be acceptable if they are included in the 'Standard Classification of Goods and Services' but special caution needs to be taken since some of them may not be acceptable.

- O The term "broadly-comprehensive identification" refers to the name of goods/services that contains assorted goods/services which belong to multiple similar groups within a single Class or multiple Classes.
  - e.g., Class 3 Bleach and other laundry detergent [G1001, G1002, G1301] →
    Acceptable and include household bleach [G1001], laundry starch [G1002] and laundry soap [G1301]
- O The term "narrowly-comprehensive identification" refers to the name of goods/services that contains several goods/services which belong to a single similar group within a single Class.
  - e.g., Class 3 Cosmetics →

Acceptable and include non-medicated cosmetics, cosmetics using natural ingredients and cosmetics for bath

- O Comprehensive identifications which are unclear in its use, material and method are unacceptable.
  - e.g., Class 5 Medicine → Not acceptable as its range should be limited, such as medicines for humans, medicines for animals, etc.
- O While most of identifications included in the NICE Classification are acceptable, those for which the purpose of the goods concerned is unclear are not acceptable.

Class	Not Acceptable	Acceptable
7	cutting machines, mixing machines,	paper cutting machines, rubber mixing
,	sifting installations	machines, rice grain sorting machines
1	oligosaccharides	oligosaccharides for industrial purposes
9	teaching apparatus	audiovisual teaching apparatus

### 2. Use of Punctuation Marks

Cautions need to be taken in order not to let the goods be separated or incorrectly classified contrary to the intent of the applicant because of the inadequate use of punctuation marks.

### O A comma [,] shall be used to separate each of designated goods

e.g., Class 3 Cosmetics, toiletry articles, perfume

### O Slash [/]

Slash needs to be used when similar designated goods are consecutively listed within the acceptable scope.

e.g., Class 29 Meat/fish/poultry and game

Class 35 Arranging subscriptions to books/reviews/newspapers or comic books

### O Round Brackets [ ( ) ]

Round brackets shall be used when an indication is homonymous and its meaning needs to be clarified, when the scope of goods concerned is limited or needs to be limited, or when the goods concerned needs to be clarified or explained.

e.g., long (長) chair, air pistol (toy), disinfectant (excluding soap)

# 3. Prohibition on Use of Registered Trademark as Identifications of Designated Goods and Services

When a trademark of another person is used as an identification of designated goods/services, the identification concerned needs to be deleted or changed into another term upon request of an examiner.

e.g., Class 9 computer program for Samsung → Not acceptable because Samsung is a registered trademark

### 4. Identification of designated service must be explicitly indicated.

When designated services are specified merely by wholesale services, retail services, sales agency services, sales arrangement services, commodity brokerage, repair services, alteration services, installation services, maintenance services or academy management business, it will not be accepted because the scope of services is unclear. Therefore, the designated service has to be indicated with a specific and clear title, such as 'retail services for *specific goods*' or 'repair services for *products which can be classified into the same product group*.' For the 'scope of the same product group,' a decision should be made accordingly after comprehensive consideration is taken with regard to actual transactions of the goods concerned, scope of consumers and supply networks.

### <Examples>

Not Acceptable	Acceptable
wholesale services, retail services, sales agency services, sales arrangement services, commodity brokerage	Furniture retail services, furniture wholesale services, furniture sales agency services, furniture sales arrangement services, furniture brokerage services
repair services, alteration services, installation services, maintenance services	Furniture repair services, bag alteration services, fire alarm installation services, computer hardware maintenance services
academy management business	Management business of foreign language academy, management business of art academy, management business of computer classes

<b>L</b> China	(CNIPA)
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1. China basically complies with the clarity of identifications listed in the Nice Classification and conducts examinations based on the 'Classification of Similar Goods & Services' of China.

(http://sbj.cnipa.gov.cn/sbsq/sphfwfl/200902/W020201027284724942849.pdf) <sup>2</sup>

Applicants are recommended to choose the items in the published 'List of Acceptable Goods and Services<sup>3</sup>'. If they indicate the names themselves, the identifications need to be explicitly and specifically indicated, avoid using unclear phrases or words.

2.A Semicolon [;] shall be used to separate each of designated goods

e.g., Class 30 coffee; cookie; bread

3. Prohibition on Use of Registered Trademark as Identification of Designated Goods and Services

When trademark of another person is used as an identification of designated goods and services, the identification concerned needs to be deleted or changed into general terms upon request of an examiner.

4. Cautions for Identification of Designated Goods and Services

If possible, it is recommended to actively use and indicate identifications from the 'List of Acceptable Goods and Services'.

O The identifications of goods and services need to be explicitly and specifically indicated.

e.g., Home appliance / household appliance → Not acceptable as it embraces the Class 7 'washer,' Class 8 'power razor,' Class 9 'television,' Class 10 'electric massager' and Class 11 'refrigerator.'

<sup>&</sup>lt;sup>2</sup> It can be changed as CNIPA update the document or network.

<sup>&</sup>lt;sup>3</sup> It can be changed as CNIPA update the document or network.

http://wcjs.sbj.cnipa.gov.cn/txnS06.do?RyPaGY3r=qqrFaatSVIdt2zVSq.a\_Hsve9o1FIDxt75ibLE8jew3dtO5Uo3 JbRhmATji2XHLQdu1X.Z9MAF.eAa9y1Pl\_2PYgQYR9VXnYKHlBsNplWiF96McLsY0RdMgp5dFL3ND6DZjTBMZ cCjrDVXyRrvBrsfWZz.rg9DKc8uAGpxZJIKGDSZkq&dy8fK6xo=2xktBp47AAL.ljTFC3X.ci.q7C6ZdcThGY3hNMu d6v\_HHZ4z\_zCy7wh.p\_bI7GI9dW\_eWA\_f\_l.W19KPdivCh8mHgH.kG5KtknJxcjZza9n2luuRv.yS4aOBN\_.ZANc9p

### O Unacceptable Most Class Heading of Nice Classification

Most Class Heading of Nice Classification are deemed to lack clarity and accuracy.

e.g., Class 1, Chemicals for use in industry, science and photography, as well as in agriculture, horticulture and forestry: Not acceptable

Class 34, Smokers' articles: Not acceptable

Class 40, Treatment of materials: Not acceptable

### O Do not use the name of the similar group.

Names of the similar groups general indicated the fields to which the goods or services belong. They should not apply as the goods or services items.

e.g., Similar group code [2907] 'milk and dairy product': Not acceptable

Similar group code [4301] 'provide catering and accommodation services'

: Not acceptable

### O 'Parts and Fittings' and 'Components and Accessories'

The terms, such as 'part and fittings' and 'components and accessories,' are unclear and not specific about which goods the terms are.

e.g., Class 12 Parts and fittings for motor vehicles: Not Acceptable.

### O Unable to accept if wholesale or retail service for each of individual goods is indicated.

China basically does not accept wholesale or retail service in Class 35. However, as an exception, 'retail services for pharmaceutical, veterinary and sanitary preparations and medical supplies', 'wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies' have been accepted since 2017.

### O Goods and services related to gambling are not accepted.

e.g., gaming machines for gambling: Not acceptable

(USPTO)

# Guidelines on How to Identify Goods and Services Based on Trademark Examination Standards

1. The U.S. recognizes the Nice Classification as the standards for classification; however, class headings and short titles are not used for identifying goods and services in applications. and the U.S. examines identifications of goods or services based on the 'Acceptable Identification of Goods and Services Manual (ID Manual<sup>4</sup>),' which is a more comprehensive, specific and independent guideline.

An identification needs to be specific, clear, accurate, and concise because the U.S. requires applications to clearly define the scope of rights for goods and services within a class and conducts rigid examinations on the goods and services. Also, class headings of the Nice Classification cannot be used to identify goods or services. Similarity, items found on the Nice Alphabetical List are not necessarily considered definite under U.S. standards.

→ Provisional refusals are issued due to vague descriptions of the goods and services, which are commonly referred to as "indefinite" or "over broad".

It is necessary to consult the ID Manual, the independent guideline of the USPTO, and the Trademark Manual of Examining Procedure which outlines the criteria for examination of goods and services and how to identify the goods and services rather than only using the Nice Classification.

### 2. Use of Punctuation Marks

Commas and semi-colons are generally the only acceptable punctuation for the identification of goods and services.

### O Comma [,]

The use of commas assumes the role of separating items of related goods or services within a series. For example, it is appropriate to state Class 25 "clothing, namely, hats, caps, sweaters, and jeans."

### O Semicolon [;]

The use of semicolon represents separation between a series of distinct goods or services with in a class. For example, it is appropriate to sate in Class 3 "personal care products, namely, body lotion, body cream, and skin soap; deodorizers for pets; glass cleaners." The identification "deodorizers for pets" separated by the semicolon is not included in the "personal care products".

### O Parentheses (round) and square brackets [(),[]]

Generally, parentheses and brackets are not acceptable in the identification of goods and services.

<sup>&</sup>lt;sup>4</sup> https://idm-tmng.uspto.gov/id-master-list-public.html

The only exception is that parenthetical information (wording in round brackets) is permitted in identifications in an application if it services to explain or translate the matter immediately preceding the parenthetical phrase in such a way that it does not affect the clarity or scope of the identification, e.g., "fried tofu pieces (abura-age)".

### 3. Prohibition on Use of Registered Trademark as Identification of Goods and Services

When a trademark of another entity is used as a term in an identification of goods and services, the trademark needs to be deleted or changed into a generic term as required by an examining attorney.

### 4. Cautions for Identification of Goods and Services

- O The language describing the goods and services should use common and ordinary names that are generally understood terms to the general public. Also, the identifications of goods and services may contain terms of art in specific fields or industries; however, an in-depth knowledge of the relevant field should not be necessary for understanding a description of the goods or services, and overly technical words should be avoided.
- O Goods or services that can be classified into two or more international classes shall not be accepted, and shall be deemed overly broad even if supplementary expressions, such as "included in this class," are added.
  - e.g., sports equipment → Not specific enough since it can be classified into Class 9 protective helmets for sports, Class 25 football uniforms, Class 28 starting blocks for sports, etc.
  - e.g., chronographs → Not acceptable since it is included in the Class 9 time recording devices and Class 14 watches

### O Comprehensive identifications need to be indicated in a specific manner

The nature of the goods or services such as the format, function, or field and subject matter should be indicated to prevent misunderstanding or confusion.

### <Example>

Not Acceptable	Acceptable
~	Downloadable computer programs for cancer
Computer programs in the medical field	diagnosis;
	Recoded computer programs for cancer diagnosis
	Downloadable computer programs for teaching
Communication and communication of Gold	children to read;
Computer programs in the educational field	Recorded computer programs for teaching children
	to read
Magazine	Printed magazines in the field of pharmaceuticals
Newsletter	Printed newsletter of television program

# O Identifications with multiple meanings shall not be accepted based solely under the consideration of characteristics of the class of goods or services.

When an identification carries multiple meanings completely different from each other, a requirement to amend the identification will be issued regardless if it can be understood and recognizable in relation to the heading of the designated Class. For example, "muffler" for which an application is filed under the Class 25 is not acceptable as it must specifically indicate the goods to be 'muffler as neck scarves' in order to differentiate the goods from Class 7 'mufflers for motors'.

### O Additional considerations

Identifications are written in the plural form, such as "shirts" rather than the singular "shirt".

Open-ended terms are unacceptable, as they are considered indefinite. For example, "including", "such as", "etc.", "and other similar goods", "and related goods", "and/or", and "accessories therefor" are too broad. The terms "namely", "consisting of", "particularly", and "in particular" are definite and are preferred to define the scope of the goods and services. The term "and" is preferred over "and/or? And the terms "and the like" or "etc." are inappropriate because they create ambiguity.

Reference Data Based on Madrid applications identified by International Registration number

### Common Rejection Cases by KIPO & USPTO

## Open Drive (1241726) Class 9 - sensors;

OFFICE	Recommended Corrections	Comments
KIPO	electronic sensors	Specify the operation method
USPTO	pressure sensors {specify type of sensors}	Specify the purpose of the product

### Common Rejection Cases by USPTO & JPO

### PARMA! Land of Art Music and Fine Food (1292932) Class 41 - conduction of radio and television programs

OFFICE	Recommended Corrections	Comments
USPTO	production of radio and television programs	Require specific limitations
JPO	production of radio and television programs	because the term "conduction" is vague

### Common Rejection Cases by JPO, KIPO and USPTO

No.	Cl.	Identification	Recommended Corrections	Comments
1	9	software	(US) Downloadable software for {specify the function of software, e.g., managing bank accounts,}; Recorded software for {specify the function of software, e.g., managing bank accounts,}; (JP) Computer software (KR) computer software	As the product is inclusive, it needs to be specified

2	10	articles for medical use	(US) articles for medical use, namely, [indicate goods by Class10 generic name., e.g., needles, protective gloves, oxygen masks]; (JP) electrodes for medical use	As the product is inclusive, it needs to be specified
3	18	leather articles	(US) e.g. leather cases, leather briefcases, leather purses (JP) Leather articles not included in other classes (KR) briefcases made of leather; travelling bags (leatherware)	As the product is inclusive, it needs to be specified
4	24	Textiles and textile goods	(US) Textiles and textile goods in the nature of household linen; (JP) Fabrics; (KR) Textiles and textile goods, namely[please specify the names of goods]	As the product is inclusive, it needs to be specified
5	41	sporting and cultural activities	(US) organizing community sporting and cultural activities (JP) sporting activities; (KR) Exhibitions of cultural properties, Organizing of sporting competitions	As the services are inclusive, it needs to be specified
6	43	pastry services	(US) pastry services namely, {describe nature of the services in greater detail} (JP) services for providing confectionery (KR) pastry cafes, pastry restaurants	(US) As the services are inclusive, it needs to be specified (KR,JP) The identification of the product is vague.
7	45	licensing services	(US) licensing of intellectual property; (JP) licensing of intellectual property and copyright; (KR) licensing of copyright	As the product is inclusive, it needs to be specified