

MAIL: P.O.B. 6451, TEL-AVIV 61063 תל-אביב 6451, ת.ד.
OFFICE: 279 HAYARKON ST., TEL-AVIV 63504 תל-אביב 279, רח' הירקון
PHONE: 972-3-604-2715 : טלפון
FAX: 972-3-546-8038 : פקס
email: hess@hess.co.il
http://www.hess.co.il

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To Whom It May Concern:

Change in Trademark Rules and Practice in Israel

We would like to draw your attention to a recent change in the Trademark Rules in which *inter alia* the following was indicated:

1. a) The procedure for examining an Application, up to allowance, must be terminated within two years from the date on which the first Office Action was issued. After 22 months have passed since beginning the Examination, should the examination process not have been completed, the Israeli Trademark Office will send a warning letter indicating that the Application File will be closed within two months. The Applicant may request [before the two year period has passed, as stated above], to hear his arguments at a Hearing before the Registrar. Otherwise, should Objections against Registration of the Mark still be pending, the Application File will be closed.
- b) Please note that the above-mentioned two year period is also retroactive for pending Applications. However, each case will be dealt with according to its particular circumstances.
2. Should Proceedings for Opposition, Revocation, Cancellation or Register Amendment be pending, no reminder regarding deadlines will be sent. Non-adherence to deadlines will result closing the file, or closing the Proceedings [according to the circumstances of each case], unless an extension was requested in time and granted.

Please do not hesitate to contact us should you require further assistance and/or clarification.

Yours very truly,
DR. YITZHAK HESS & PARTNERS