



LC Paper No. CB(2)1233/05-06(01)

**LIGHTS cigarettes, and THIN cigarettes
by Japan Tobacco International will make you just as sick
as heavy, fat cigarettes**

Today, Clear The Air formally objected to a trademark application by Japan Tobacco International because it includes the word “LIGHTS”. The Government must follow our existing law and deny these applications – and not write any new laws to protect the tobacco industry and lie to the people.

The Intellectual Property Department has a legal duty not to register a trademark if it is “likely to deceive the public.” Yet, Japan Tobacco International has been given official permission to try and trademark a LIGHTS cigarette. According to a recent JTI survey, their Mild Seven brand is currently convincing about 170,000 people in Hong Kong that Mild Seven is not as dangerous as other cigarettes. Clear The Air is objecting to the LIGHTS trademark because the deception is so clear.

“If you are like most people who smoke, you want to quit. The Government should not let the Japanese tobacco industry lie and tell you that there is a less dangerous cigarette to try and stop you. Quitting is the normal thing to do.”

In LegCo on Monday, the Health, Welfare and Food Bureau, which has also been deceived by JTI, is naively proposing a law that allows JTI to continue lying and prevents Government and organizations like Clear The Air from suing JTI. The law proposes that a “notation” is put on the pack. There is no scientific proof that such a “notation” prevents people from believing that the cigarettes are less dangerous.

“JIT is manipulating our Government into passing a law that even Japan refuses to pass. The European Union, Australia and Mexico have all refused. Are we Japan Tobacco’s servants? We must stop them from tricking people and make it easier to quit.” concluded Mrs. Connell.

ClearThe Air is a volunteer organization established in 1998 to promote the introduction and implementation of measures to significantly reduce air pollution in Hong Kong

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Pollution facts:

Every year in Hong Kong tobacco smoke creates

6 tonnes of nicotine,
57 tonnes of respirable suspended particles
295 tonnes of carbon monoxide.

Every person that quits reduces pollution by every pack the do not buy.

The Law:

Chapter: 559	Title: TRADE MARKS ORDINANCE	Gazette Number: 2003	L.N. 31 of 2003
Section: 11	Heading: Absolute grounds for refusal of registration	Version Date: 04/04/2003	

Grounds for refusal of registration

- (4) **A trade mark shall not be registered if it is-**
- (a) contrary to accepted principles of morality; or
 - (b) likely to deceive the public.

The Trademark element we are objecting to:

SALEM EDGE RICH TOBACCO WITH A TOUCH OF MENTHOL **LIGHTS**
Nihon Tabako Sangyo Kabushiki Kaisha (Japan Tobacco Inc.)
<http://ipsearch.ipd.gov.hk/tmlr/jsp/main.jsp>
application #: 300577279



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List of all active applications we want to object to:

Applicaion # Text

300535770 **BLACK & MILD**
300535789 **Black & Mild**
200018804 **BOSS LIGHTS CIGARETTES**
300523566 **ESTABLISHED 1873 LONDON B & H BENSON & HEDGES Special Filter**
300442935 **Guaranteed Freshness Middleton's Black & Mild Made with Middleton pipe tobacco.**
300092817 **lemon fresh**
300551321 **LSS LESS SMOKE SMELL**
300573930 **MILD SEVEN**
300575172 **MILD SEVEN CRYSTAL WHITE ULTRA LOW TAR-1mg**
300575217 **MILD SEVEN ONE -MENTHOL-**
300575226 **MILD SEVEN ONE ULTRA LOW TAR 1mg**
300575208 **MILD SEVEN ORIGINAL BLUE**
300575190 **MILD SEVEN SKY BLUE**
300575181 **MILD SEVEN WIND BLUE**

300575136 **nineties SALEM LIGHTS**
300551312 **PIANISSIMO peche**
300368550 **PIANISSIMO SLIMS**
300532791 **ROSE**
300503748 **Rose VIRGINIA SLIMS MENTHOL VS**
300577279 **SALEM EDGE RICH TOBACCO WITH A TOUCH OF MENTHOL LIGHTS**

300575127 **SALEM LIGHTS 2006 Side Slide Box ANNIVERSARY Forever Fresh**
300575163 **SALEM LIGHTS Side Slide Box The 60s was groovy flavor . SiXTieS**
300575154 **SALEM LIGHTS Side Slide Box The 70s were just awesome flavor . sEVeNties**
300575145 **SALEM LIGHTS Side Slide Box The 80s were bad to the bone flavor . eighTies**
300575235 **SALEM LIGHTS Side Slide Box The 50s was the age of rock's roll and that decade**

300462799 **TANG YAN SINO INTERNATIONAL TOBACCO LIMITED A VERY SPECIAL FILTER CIGARETTE**
300554472 **Winston BALANCED BLUE**
300553833 **Winston MELLOW RED**

End of current unregistered and pending trade mark list

MILD SEVEN could, without losing the value of the trademark, be changed to:

MILL SEVEN or
MID SEVEN

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