



**CUSTOMS MEMORANDUM CIRCULAR**  
NO. 54-2017


**SUBJECT: Intellectual Property Recordation of MEVIUS, CAMEL AND LABEL DESIGN RELAUNCH 2008 COLOR FILTERS, and EAGLE DEVICE VII trademarks**

Attached are copies of Certificates of Registration Nos. 4-2011-008704, 4-2010-005964, and 4-2008-013271, certified as true copies by the Intellectual Property Office of the Philippines on 09 August 2016 and 16 February 2017 as issued by the Bureau of Trademarks. The subject trademarks as submitted to this Office by Ms. Khristine C. Dy of the law firm of Cruz Marcelo & Tenefrancia, are in the record of the above-mentioned agencies, as follows:

- a. Mark : **MEVIUS**  
Registration No. : 4-2011-008704  
Date of Registration : 26 April 2012  
(Registered for a term of Ten (10) years until 26 April 2022)  
Goods/Services : (Class 34) Tobacco; whether manufactured or unmanufactured; smoking tobacco, pipe tobacco, hand rolling tobacco, chewing tobacco, snus tobacco; cigarettes, cigars, cigarillos; snuff
  
- b. Mark : **EAGLE DEVICE VII**  
Registration No. : 4-2010-005964  
Date of Registration : 21 October 2010  
(Registered for a term of Ten (10) years until 21 October 2020)  
Goods/Services : (Class 34) Tobacco; whether manufactured or unmanufactured; smoking tobacco, pipe tobacco, hand rolling tobacco, chewing tobacco, snus tobacco; cigarettes, cigars, cigarillos; snuff
  
- c. Mark : **CAMEL AND LABEL DESIGN RELAUNCH 2008 COLOR FILTERS**  
Registration No. : 4-2008-013271  
Date of Registration : 30 March 2009  
(Registered for a term of Ten (10) years until 30 March 2019)  
Goods/Services : (Class 34) Tobacco; whether manufactured or unmanufactured; smoking tobacco, pipe tobacco, hand rolling tobacco, chewing tobacco, snus tobacco; cigarettes, cigars, cigarillos; snuff

Having complied with the requirements of CAO-9-2008, the above-mentioned trademarks had been recorded in the IPR (Intellectual Property Rights) Registry, Bureau of Customs, thus shall be accorded the rights and benefits emanating from such registration as therein provided.

The recordation of said trademarks shall be valid for two (2) years from signing hereof, and renewable every two years thereafter.

  
**ATTY. TEDDY SANDY S. RAVAL**  
Deputy Commissioner, IG

Date signed: 3/26/17



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
BUREAU OF CUSTOMS  
Port of \_\_\_\_\_

MASTER COPY

01882364675  
DUPLICATE

2017

RECEIVED from CAMEL & (Name of Payor)

VAT No. \_\_\_\_\_  
(Address) \_\_\_\_\_

Nature of Collection:	Amount
Import Duty	P _____
BIR Taxes	_____
2.1 VAT	_____
2.2 Specific/Excise Tax	_____
Proceeds-Auction Sale	_____
Penalties/Surcharge	_____
Miscellaneous (Specify)	_____
Balance Duty	_____
Safeguard Duty	_____
IPF	_____
CDS	_____
BIR/IRS	_____
Others (MSC)	2,000.00
Legal Research Fee	_____

TOTAL P \_\_\_\_\_  
Amount in words Two Thousand Pesos Only

RECORDATION

Consumption     Whsg.     Informal  
Entry No. \_\_\_\_\_  
& Series \_\_\_\_\_  
Withdrawal Permit No. \_\_\_\_\_  
(For Warehousing Entries)  
Vessel/ Aircraft \_\_\_\_\_  
Reg. No. \_\_\_\_\_  
BL/AWB No. \_\_\_\_\_  
For Quantity \_\_\_\_\_

Value of Merchandise US\$ \_\_\_\_\_

(Pls. check & indicate proper information)

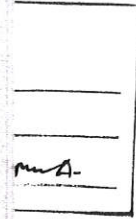
Cash                      PDIG No. \_\_\_\_\_  
 \_\_\_\_\_  
Bank & Cashier's Check Number \_\_\_\_\_  
 \_\_\_\_\_  
Tax Credit Cert. Number \_\_\_\_\_  
 BOI     BIR     Customs

Others (Specify) \_\_\_\_\_  
Collecting Officer  
(sign above printed name)  
02/28/2017  
Date

DISTRIBUTION: Original and three copies  
Original White    Duplicate (Green)    Triplicate (Yellow)    Quadruplicate (Blue)  
Payor                      Entry                      Accounting Div.                      File

One Orion  
11<sup>th</sup> Avenue corner  
University Parkway  
Bonifacio Global City 1634  
Metro Manila, Philippines  
P.O. Box 3525 Makati Central  
  
Extension Office  
  
6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> & 10<sup>th</sup> Floors  
CYCLAW Center  
11<sup>th</sup> Avenue corner 39<sup>th</sup> Street  
Bonifacio Triangle  
Bonifacio Global City 1634  
Metro Manila, Philippines  
  
Tel.: +632.810.5858  
Fax: +632.810.3838  
ip@cruzmarcelo.com  
www.cruzmarcelo.com

3. Duly accomplished BOC-IPU Recordation Form;
  - a. General Information Form (Form 1)
  - b. Product Information Form (Form 2)
4. The original notarized and legalized Affidavit of Trademark Ownership executed by the authorized representative of the applicant attesting to its ownership of the subject mark;



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PHILIPPINE CONSULATE GENERAL )  
GENEVA, SWITZERLAND ) S.S.

**AUTHENTICATION**

I, **SHARON JOHNNETTE M. AGDUMA**, Vice-Consul of the Republic of the Philippines, Geneva, Switzerland, duly commissioned and qualified, do hereby certify that **PIERRE-ALAIN MEYER** before whom the annexed instrument has been executed was, at the time he signed the annexed certificate, a Signing Officer of the Canton of Geneva, and verily believe that his signature affixed hereto is genuine.

For the contents of the annexed document, the Consulate General assumes no responsibility.

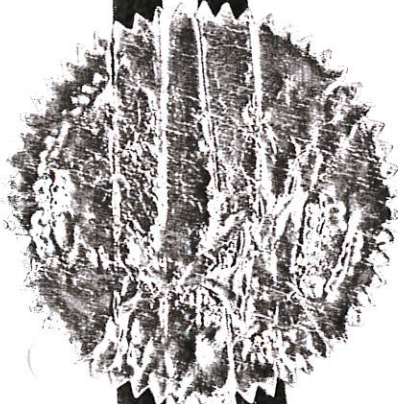
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Philippine Consulate General, Geneva, Switzerland this 13<sup>th</sup> day of September 2016.

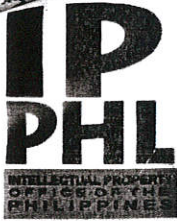
  
**SHARON JOHNNETTE M. AGDUMA**  
Vice-Consul

Annexed document is an Affidavit of Trademark Ownership executed by Mr. Ronald van Tuijl, Attorney-in-fact of Japan Tobacco Inc.

*(The validity of this certification is for five (5) years, unless specified by the attached document.)*

Doc.	:	775
Page	:	48
Book	:	06
O.R. N	:	7347336
Date	:	13 September 2016
Service	:	1617/16
Fee	:	CHF25.00





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THIS IS TO CERTIFY THAT THE ATTACHED DOCUMENT IS A TRUE COPY of the original

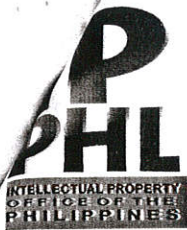
Certificate of Registration No. : 4-2011-008704  
Trademark : MEVIUS  
Registrant : JAPAN TOBACCO INC.  
Date of Registration : April 26, 2012

Taguig City, Philippines, this 9<sup>th</sup> day of August 2016

By Authority of the  
**Director of the Bureau of Trademarks**

  
**ANA MAIDA J. ZAMORA**  
Administrative Officer V  
Bureau of Trademarks

1351-2016 COR (2)



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THIS IS TO CERTIFY THAT THE ATTACHED DOCUMENT IS A TRUE COPY of the original

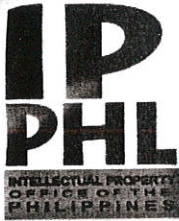
Certificate of Registration No. : 4-2010-005964  
Trademark : EAGLE DEVICE VII  
Registrant : JAPAN TOBACCO INC.  
Date of Registration : October 21, 2010

Taguig City, Philippines, this 16<sup>th</sup> day of February 2017

By Authority of the  
**Director of the Bureau of Trademarks**

*A. J. Zamora*  
**ANA MAIDA J. ZAMORA**  
Administrative Officer V  
Bureau of Trademarks

340-2017 COR(2)



MASTER COPY *any*

THIS IS TO CERTIFY THAT THE ATTACHED DOCUMENT IS A TRUE COPY of the original

Certificate of Registration No. : 4-2008-013271  
Trademark : CAMEL AND LABEL DESIGN RELAUNCH  
2008 COLOR FILTERS  
Registrant : JAPAN TOBACCO INC.  
Date of Registration : March 30, 2009

Taguig City, Philippines, this 16<sup>th</sup> day of February 2017

By Authority of the  
Director of the Bureau of Trademarks

*AJZ*  
ANA MAIDA J. ZAMORA  
Administrative Officer V  
Bureau of Trademarks

336-2017 COR(1)