



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

CUSTOMS MEMORANDUM CIRCULAR

NO. 114 - 2014

Subject: Intellectual Property Recordation of
HAVAIANAS Trademarks

Attached are copies of Certificate of Registration Nos. 4-2012-00502150; 4-2007-500459; 4-2009-500173; 4-2009-500174; 4-2012-00502324; 4-2008-014735; 4-2012-00502032 issued by the Bureau of Trademarks, certified as true copy by the Intellectual Property Office (IPO) dated 13 February 2014; 21 January 2008; 26 November 2009; January 21, 2010; February 15, 2013; 4 May 2009; 6 June 2013 and submitted to this Office by Ms. Editha R. Hechanova of Hechanova & Co., Inc., showing that said trademark is in the records of both the above-mentioned agencies, as follows:

- a. Mark : **HAVAIANAS**
Registration No. : 4-2012-00502150
Date of Registration : 13 February 2014
[Registered for a term of Ten (10) years]
Goods/Services : (Class/es 25) – Clothing, Footwear and Headgear refer to shorts, jackets, Bermuda, knickers, t-shirts, jogging suits, dresses, sweat pants, sweat shirts, stockings, cap, socks, underpants, uniforms, polo shirts, social or formal skirt, formal or social pants, sports pants, bikinis, long skirts, short skirts, sunshades, hats, overcoat, coat, suit, blazers, parkas, tennis shoes, sport shoes, shoes for practicing sports, soccer shoes, boots for practicing sports, boots, gymnastic shoes, bathing sandals, bathing thongs, sandals and social or formal shoes.
- b. Mark : **HAVAIANAS (WORD MARK)**
Registration No. : 4-2007-500459
Date of Registration : 21 January 2018
[Registered for a term of Ten (10) years]
Goods/Services : (Class/es 18) – Leather and imitations of leather, and goods made of these materials and not included in other classes, namely: bands of leather, envelopes of leather for packing, pouches of leather, leather shoulder belts, trimmings of leather for furniture, leather leashes, leather laces for tying things, chin straps of leather, boxes of leather; animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery.
- c. Mark : **HAVAIANAS RICE PATTERN LOGO**
(The mark consists of a series of oval-shaped designs in an alternating pattern. The foregoing pattern is used in the insole of footwear)
Registration No. : 4-2009-500173
Date of Registration : 26 November 2009
[Registered for a term of Ten (10) years]

