



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**

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Summary of Trade Mark Application 1235615

This is a database extract of the above trade mark application as submitted by the applicant (or their agent) on 24 April 2023. This extract is for reference only and confers no intellectual property rights.

Trade Mark Details:

Number:	1235615	Submission date:	24 April 2023
International number:		Filing date:	24 April 2023
Client reference:	T02580NZ		
Mark nature:	Trade Mark		
Mark type:	Combined		
Word:	纽瑞优 NIURUIYOU		
Images:			

纽瑞优
NIURUIYOU

Marks in series: N/A

Use statement: The mark is being used or proposed to be used, by the applicant or with his/her consent, in relation to the goods/services

Convention Priority Details (Priority date, country, application number):

Specification of goods and/or services:

5: Powdered milk for babies; infant formula; liquid formula milk for babies; food for infants; food for infants, namely, human breast milk; lacteal flour for babies; medicated supplements for foodstuffs for babies; baby vitamins; menthol vapor bath preparations for babies; medicated shampoos for babies; medicated baby oils; mosquito-repellent patches for babies; babies' napkins; babies' diaper-pants; probiotic supplements; protein supplements; DHA algae oil dietary supplements; calcium supplements; dietary and nutritional supplements; vitamin and mineral supplements.

29: Powdered milk; powdered goat milk; milk powder for nutritional purposes; dried milk for food; powdered milk for middle-aged people and elderly people; powdered milk for pregnant and nursing women; beverages made from milk; milk products excluding ice cream, ice milk and frozen yoghurt;

milk; whey; cream; butter; cheese; powdered soya milk; coconut milk; yogurt; non-dairy creamer; seaweed extracts for food; fruit-based organic food snacks; nut-based snack foods.

30: Coffee beverages with milk; chocolate-based beverages with milk; tea-based beverages with milk; tea; dessert puddings containing milk; sugar; cakes; fruit vinegar; seaweed for use as a condiment; yeast powder.

35: Advertising services; presentation of goods on communication media, for retail purposes; organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; marketing; promotion of goods through influencers; import-export agency services; providing incentive award programs for customers through issuance and processing of loyalty points for on-line purchase of a company's goods and services; providing purchase advisory and consulting services to consumers for the purchase of powdered milk and powdered milk for babies; wholesale and retail store services namely for pharmaceutical, veterinary and sanitary preparations, medical supplies, powdered milk and powdered milk for babies; on-line wholesale and retail store services namely for pharmaceutical, veterinary and sanitary preparations, medical supplies, powdered milk and powdered milk for babies.

Applicant details:

Applicant:	Handan Bikenxin Trade Co., Ltd 17-1-1904, Capital of Anju Dongcheng No. 139, Congtai North Road Congtai District Handan City, Hebei Province China
Agent:	IRONSIDE MCDONALD LIMITED Candida Office Park, Level 3 Candida Building 4 61 Constellation Drive Mairangi Bay Auckland 0630 New Zealand

Application details:

Description:	
Transliterations:	Niu Rui You
Translations:	The Chinese Characters within the mark respectively translate to "bond", "luck" and "excellence" in English. The Chinese Characters as a whole has no dictionary meaning.

*** END OF SUMMARY ***