



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**

<https://www.iponz.govt.nz>
Freephone New Zealand: 0508 447 669
Freephone Australia: 1800 796 338
International callers: +64 3 962 2607

Summary of Trade Mark Application 1231911

This is a database extract of the above trade mark application as submitted by the applicant (or their agent) on 7 March 2023. This extract is for reference only and confers no intellectual property rights.

Trade Mark Details:

Number:	1231911	Submission date:	7 March 2023
International number:		Filing date:	7 March 2023
Client reference:	T02516NZ		
Mark nature:	Trade Mark		
Mark type:	Image		
Word:	Representation Only		
Images:			

纽瑞优

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 customers for the purchase of powdered milk and powdered milk for babies; wholesale and retail store services featuring pharmaceutical, veterinary and sanitary preparations, medical supplies, powdered milk and powdered milk for babies; on-line wholesale and retail store services featuring 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 ***