

# AdSlogans

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## IMPORTANT

Please read the terms below which describe the basis upon which these search results have been supplied and any applicable limitations relating to the reliance that should be placed on them. If you have any questions or are unsure in any way, please contact us.

### RELIANCE ON SEARCH RESULTS

**Date of reliance** - Search results are only valid on the date that the search is carried out. If there is any delay between the date upon which You wish to use a slogan, catchphrase or other strapline and the search date, always consider carrying out an updated search prior to the date upon which You intend to use your slogan, catchphrase or other strapline.

**Delay** – There is a delay before details of newly filed trade mark applications are placed on the databases of the relevant trade mark registries. The search will not reveal such recently filed applications.

**Completeness of search** - Whilst every care and effort has been made to ensure that our database of slogans is accurate and up-to-date, we cannot, and do not, guarantee that our database contains details of every slogan ever used. Therefore we cannot, and do not, guarantee that the results of Your selected search is accurate or conclusive. To the fullest extent permitted by law, we disclaim and exclude all liability arising out of search results supplied by AdSlogans, including, without limitation, any search results which do not reveal any slogans or other phrases previously used by third parties and/or which are inaccurate in any way.

**Additional searches** - Always carry out all other searches available to You in conjunction with AdSlogans' search facilities, such as, by way of example only, comprehensive registered trade mark searches, unregistered trade mark searches, design right searches, domain name searches and market research. AdSlogans' search facilities are only one of many means by which You can limit the likelihood of Your slogan infringing a third party's rights. The search results which we provide will have included an online registered trade mark search of the registries in the territories set out below (in the section headed, '**Territories covered by search**') but such online registered trade mark searches are not as reliable as comprehensive trade mark searches as they are intended to locate only identical marks instead of both identical and similar marks. A registered trade mark can be infringed through the use of an identical or similar trade mark.

**Famous Marks** - Proprietors of marks which are "well-known" in the UK (regardless of whether that mark it is used or registered in the UK) may prevent the use of an identical or similar mark where such use is likely to lead to confusion.

**Foreign Priority Claims** – The Paris Convention enables a third party that has applied to register a trade mark in a foreign convention country to claim that foreign filing date as the filing date for other convention countries, provided that such an application is filed within six months of the foreign application. Priority claims are a concern as it may be possible for a third party to file an application up to six months after the date of a search and to claim a priority date that pre-dates that search.

**Territories covered by search** - Our trade mark search results only cover the following territories: Australia, Canada, Community Trade Mark Office, Germany, Hong Kong, Ireland, New Zealand, Spain, United Kingdom, United States of America and Singapore.

# AdSlogans - LineCheck

Client

'DRINK UP' - FOUND

LINE	BRAND	TYPE	MEDIA	YEAR	LOCATION
<b>'DRINK UP' - FOUND</b>					
drinkup	And Design Ltd	drinks containers, cups	TMR	2006	UK
Drink Up (title of ad)	Aquafina	mineral water	T	2004	USA
<a href="http://theinspirationroom.com/daily/2005/aquafina-water-drink-up/">http://theinspirationroom.com/daily/2005/aquafina-water-drink-up/</a>					
Drink Up ®	Cacique Inc	drinking yoghurt	TMR	1997	USA
Drink Up! ®	Cacique Inc	dairy products, milk, yoghurt	TMR	2006	USA
Drink Up	Drink Up	hands free drinking system	W	2015	UK
<a href="http://www.drinkup.uk.com/information--support-4-w.asp">http://www.drinkup.uk.com/information--support-4-w.asp</a>					
Drink Up	Drink Up	soft drinks	W	2015	Indonesia
<a href="http://drinkupid.com/">http://drinkupid.com/</a>					
<a href="https://www.facebook.com/DrinkUpID">https://www.facebook.com/DrinkUpID</a>					
Drink Up!	Drink Up Coffee	coffee (website under construction)	W	2014	NA
<a href="http://drinkupcoffee.com/">http://drinkupcoffee.com/</a>					
Drink Up ®	Drink Up LLC	water vending machines	TMR	2011	USA
<a href="http://www.drinkupwater.com/">http://www.drinkupwater.com/</a>					
Drinkup ®	Drink-Pure Pty Ltd	drinking water	TMR	2002	AUS
DrinkUp (tmapp)	DrinkUp SAS	clothing, advertising, telecoms, entertainment	TMR	2014	FR
<a href="http://drinkup.fr/">http://drinkup.fr/</a>					
Drink-Up (tmapp)	Kentucky Equine Research	veterinary preparations, foods	TMR	2015	AUS
Drink up!	Morinda, Noni	health drink	T	2002	China
DRINKUP (TM dead 2011)	Nutravail Technologies	dietary supplements, drinks	TMR	2004	USA
Drink Up ®	Origins Natural Resources	cosmetics, skincare	TMR	2011	UK Eur USA
Drink Up ®	Origins Natural Resources	perfumes, cosmetics, skincare	TMR	1997	UK Can AUS
Drink up!	Robinson, Fruit Shoot	soft drinks , advertorial	PHL	2009	UK
Drink'Up ®	Societe Tunnisie Lait	milk, soft drinks	TMR	2006	Tunisia
Drink Up	Sports Medicine Australia / Victoria Health	health campaign, dehydration awareness	P	2011	Australia
<a href="file:///C:/Users/AdSlogans/Downloads/2011-drink-up-poster.pdf">file:///C:/Users/AdSlogans/Downloads/2011-drink-up-poster.pdf</a>					
Drink Up! ®	Terravant Wine Company	wines	TMR	2011	USA
#DRINKUP	Unfiltered Blonde	wine	W	2015	USA
<a href="https://www.unfilteredblonde.com">https://www.unfilteredblonde.com</a>					
<a href="https://twitter.com/hashtag/UNFILTEREDatBluewater?src=hash">https://twitter.com/hashtag/UNFILTEREDatBluewater?src=hash</a>					
drinkup ®	United Petroleum	beverages, soft drinks	TMR	2012	AUS
www.drinkup.de (web address)	Order Drinks	mobile apps for ordering drinks	W	2015	Germany
<a href="http://www.drinkup.de/">http://www.drinkup.de/</a>					
Drink Up. You are what you drink. #spreadthewater	The Partnership for a Healthier America (PHA)	health awareness, drinking water	O	2014	USA
<a href="http://www.youarewhatyoudrink.org/">http://www.youarewhatyoudrink.org/</a>					
<a href="http://www.bestadsonTV.com/ad/65477/The-Partnership-for-a-Healthier-America-Drink-Up-Fountain">http://www.bestadsonTV.com/ad/65477/The-Partnership-for-a-Healthier-America-Drink-Up-Fountain</a>					
<b>'DRINK UP' - NEAR HITS</b>					
Drink Up & Download ®	Sunny Delight	contests, sweepstakes, fruit juices	TMR	2012	USA
drink up (it's free)	Innocent	fruit drinks/smoothies	P	2009	UK

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<b>'DRINK UP' - NEAR HITS</b>					
Drink up a masterpiece.	Ferrarelle	mineral water	T	2003	Italy
Drink up and get up	Come Best	energy drink	T	2007	Taiwan
Drink up and go.	Sanatrium, Up & Go	nutrition drink	T	2002	NZ
Drink up and revive.	Come Best	energy drink	T	2009	Taiwan
Drink Up Brewing <a href="https://twitter.com/drinkupbrewing">https://twitter.com/drinkupbrewing</a>	DUB Drink Up Brewing	beer	W	2015	UK
drink up fool! (The A Team). Make mine milk.	Milk Marketing Forum	milk	O	2010	UK
Drink Up Invigoration ®	Evolution Fresh Inc	fruit juices, beverages	TMR	2013	UK Eur AUS
Drink Up Invigoration ®	Evolution Fresh Inc	fruit juices, beverages	TMR	2013	UK
Drink Up Invigoration ®	Evolution Fresh Inc	nut milk, fruit juices, beverages	TMR	2015	PH
Drink Up Invigoration (tmapp)	Evolution Fresh Inc	fruit juices, beverages	TMR	2012	USA Can
Drink Up London ® <a href="https://drinkup.london/#">https://drinkup.london/#</a> <a href="https://twitter.com/DrinkUpLDN">https://twitter.com/DrinkUpLDN</a>	ABV Global Ltd	beers, soft drinks, PR, advertising, entertainment events, food and drink services, household, publications	TMR	2015	UK
Drink Up NTPINK ®	Greek Trademark	soft drinks, beverages	TMR	1990	GR
Drink Up NY <a href="http://www.drinkupny.com">http://www.drinkupny.com</a> <a href="https://twitter.com/DrinkUpNY">https://twitter.com/DrinkUpNY</a>	Drink Up NY	alcoholic drinks retailer	W	2015	USA
Drink up rock out.	Pepsi Cola	carbonated drink (Original)	T	2009	USA
Drink Up Scritta ®	FAGE Dairy Industry	dairy products	TMR	1991	IT
Drink Up Sugars ®	Origins Natural Resources	cosmetics	TMR	2014	UK Madrid Intl AUS HK
Drink Up Sugars (tmapp)	Origins Natural Resources	cosmetics	TMR	2014	USA Can
Drink Up Summer ®	CiCi Enterprises	contests, sweepstakes, restaurant services	TMR	2014	USA
Drink Up UK <a href="http://www.drinkupuk.com">http://www.drinkupuk.com</a> <a href="https://twitter.com/DrinkUpUk">https://twitter.com/DrinkUpUk</a>	Drink Up UK	alcoholic drinks retailer	W	2015	UK
Drink Up Yoghurt NTPINK ®	Greek Trademark	yoghurt drinks	TMR	1990	GR
Drink up your Bournvita.	Bournvita	chocolate beverages	P	2008	India
Drink up, gas up	Coca Cola / Shell	fuels, soft drinks promotions	P	2005	Philippines
Drink Up, Life's worth it! ®	J's Juicing	juice bar services	TMR	2015	USA
Drink Up. Chill Out (TM app abandoned 2013)	Taco Bell Corp	restaurant services	TMR	2011	USA
Drink up. Got Milk?	Milk	milk generic	P	2011	USA
Drink Up. Rock Out. (TM app abandoned 2010)	Pepsico Inc	soft drinks	TMR	2009	USA
Drink Up. Throw Down. (TM dead 2012)	Pepsico Inc	soft drinks	TMR	2005	USA
Drink up. Warm up. Heads up.	Nestle Milo	drinks, sponsor	PHL	2010	Philippines
Fastrac Eat Up Drink Up Fill Up (tmapp)	Fastrac Markets	retail store, gasoline	TMR	2015	USA
Link up and drink up (tmapp)	Zakka, Luke	bottle caps, soft drinks	TMR	2015	USA
Meat Up Drink Up ®	Center Cut Hospitality	restaurant services	TMR	2013	USA

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<b>'DRINK UP' - NEAR HITS</b>					
Or Sip Slowly! Drink Up ®	Mr Joe Doyle	food and drink services	TMR	2005	Ire
Plug In. Drink Up. <a href="http://www.milkrocks.com/">http://www.milkrocks.com/</a>	Milk Rocks	milk promotion	W	2015	USA
Push up. Sit up. Drink up.	Hansa Pilsner	beer	P	2003	SA
Wake Up, drink up, get out.	Wake Up	powder cereal nutrition drink	T	1998	UK
You've struck orange. Drink up.	Tropicana	orange juice	PHL	2007	USA
<b>'DRINK UP' - OTHER</b>					
Always drink upstream from the herd (tmapp)	Big Balls Brewing	beer	TMR	2011	USA
Drink upstream from the herd (tmapp)	Liquorland Ltd	restaurant services	TMR	2008	AUS
Drinkups (tmapp)	Globalis Ventures	drinking cups	TMR	2015	USA
<b>'DRINK ... UP' - OTHER</b>					
Berri. Drink it up! ®	Berri Ltd	fruit juice beverages	TMR	2007	Australia
Cool Up Cool Drink ®	health up! foods GmbH	soft drinks, pharmaceuticals	TMR	2010	FR
Drink It Up	Black Cow	pure milk vodka	P	2013	UK
Drink it up (see page 18)	Lipton Iced Tea	iced tea	O P	2015	UK
<a href="file:///C:/Users/AdSlogans/Downloads/pages%20(5).pdf">file:///C:/Users/AdSlogans/Downloads/pages%20(5).pdf</a> <a href="https://twitter.com/amscreen_simon/status/600972426835537920">https://twitter.com/amscreen_simon/status/600972426835537920</a>					
Drink me up ®	SC Standard Snacks	beers, soft drinks	TMR	2007	UK Eur
Eat Drink Live Up (tmapp)	Urban Pizza	pizza restaurant	TMR	2015	USA
It's a big world. Drink it up ®	Timothy's Coffees of the World	coffee	TMR	2013	USA
It's more than a drink. It's a Sip me Up. #SipMeUp	Honest Tropical Green Tea / Wendy's	green tea, fast food retailer	P	2015	USA
Karma Juice Bars. Live it up or drink it down. ®	Karma Health Juices	fruit and juice bar	TMR	2004	Australia
Life is a sport. Drink it up.	Gatorade	energy drinks	P	1996	USA
Life is a sport. Drink it up. ®	Stokely Van Camp	beverages, clothing, household	TMR	2000	UK Eur
Life's a game. Drink it up ®	Chub 'n' Play	games retailer	TMR	2015	USA
milk drink it up ®	The European Union	milk products, online education, publications, household	TMR	2009	UK Eur
Mind Up Mind Drink ®	health up! foods GmbH	soft drinks, pharmaceuticals	TMR	2010	FR
Mood Up Drink Revolution ®	Drink revolution company	beers, soft drinks	TMR	2011	UK Eur
Rise Up Energy Drink ®	Brandplanet AB	ice creams yoghurts, beverages	TMR	2014	UK Eur
Shloer. The grown up soft drink. ®	Merrydown Plc	soft drinks	TMR	2006	UK
Sleep Up Drink ®	health up! foods GmbH	soft drinks, pharmaceuticals	TMR	2010	FR
The grown-up soft drink - It's your sparkle.	Shloer	soft drink	T P	2006	UK
Thirsty Girl. Life. Drink it up! ®	Sbrocco, L	online travel info	TMR	2010	USA
Up Energy Drink ®	Toplimo	beer, soft drinks	TMR	2005	FR
Wake Up, the breakfast to drink.	Wake Up	powdered cereal nutrition drink	R	1999	UK
<b>END</b>					

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How AdSlogans can help you			
Service	LineCheck	WordCheck	BizCheck
Description	A customised report showing prior or current use of a proposed new endline. Provides reasonable reassurance that proposed line is not likely to be in current or recent use by a competitor.	A customised report of brand slogans showing how a single word is used within a specific product category Useful when developing a new line for a brand, particularly when brainstorming.	A customised report of brand slogans in any given brand category. Provides a fast overview of what the competition is saying.

Please contact us if you would like further details on our services