The Shape of things to come
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MANUFACTURER’S ANNOUNCEMENT

In accordance with EEC Council Regulation (EC) 631/95

POLO MINTS WILL NO LONGER BE PRODUCED WITH HOLES.
it is not difficult to envisage better evidence of acquired distinctive character
The ultimate question is whether the mark, used on its own, has acquired the ability to demonstrate exclusive origin.

It would be unwise to attempt a list of the ways in which this can be demonstrated.