IPONZ v5 API Data Dictionary – Submit Trade Mark Operation

This document provides additional information for the request and response data fields used in the IPONZ v5 API POST /trademark operation.

For convenience the following data dictionary of request and response content is a flattened version of the XML structure.

POST /TRADEMARK REQUEST DATA DICTIONARY

Field	Optional/ required	Description
TransactionIdentifier *String*	Optional	An identifier for the API transaction that can be used to assist MBIE support if problems occur.
TransactionCode *Fixed string*	Required	Trade Mark E-Filing
ApplicationReference *String (255)*	Required	The reference to be used for future correspondence related to the application. This will be shown on the patent case in the IPONZ online system. The reference is also included in a successful response and can also be used to assist with tracing failures during development or in production use.
ApplicationContact *String*	Required	Must be either *Representative* or *Applicant*. This indicates who should be the contact for future correspondence related to the trade mark application, either the submitter of the application (representative) or directly with the applicant themselves.
RegistrationOfficeCode *Fixed string*	Required	NZ
IntendedUseCode *String*	Required	Must be either *YAPP* or *NAPP.* An application to register a trade mark must contain a positive statement that the trade mark is in use in New Zealand or proposed to be used in New Zealand, before the application can be accepted. If the *YAPP* code is used the statement entered for the application is "The mark is being used or proposed to be used,

Field	Optional/ required	Description
		by the applicant or with his/her consent, in relation to the goods/services."
		If the *NAPP* code is used then no statement will be entered for the application and an objection will be raised during examination.
KindMark *String*		Must be one of *Individual*, *Collective*, or *Certificate*. This is Used to indicate whether the application is for a standard trade mark (*Individual*), a collective mark, or a certification mark.
TotalMarkSeries *PositiveInteger*	Optional	If the application is for a series of similar marks then the number of marks must be entered here. The number must be 2 or greater.
WordMarkDetails **MarkAnimationDetails** **MarkImageDetails** **MarkColourDetails** **MarkShapeDetails** **MarkSmellDetails** **MarkSoundDetails**	Optional	At least one of these elements must be included in the application to describe the mark or marks. The specific element to use will depend on the type of mark. To submit a combined mark (a single mark that is a combination of an image and words) the application should include WordMarkDetails for the text of the mark, and MarkImageDetails for the mark image. To submit a 3D mark that includes text, the application must include WordMarkDetails for the words shown on the 3D mark and MarkShapeDetails for the image of the mark.
MarkVerbalElementText *String (512)*	Required for WordMarkDetails	The text that will be entered as the trade mark name. If multiple MarkVerbalElementText elements are used then the mark name will be a concatenation of each element, separated by comma and spaces. The maximum total length of the concatenated mark name is 512 characters. To apply for a series mark enter the words of each mark separated by semicolons, e.g. Mark ; MARK; mark.
WordMarkAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.

Field	Optional/ required	Description
MarkAnimationFilename *String (512)*	Required for MarkAnimationDetails	The name to be used in the IPONZ system for the attached mark image file. This name will be visible to the public in the documents section of the trade mark case and must have a file extension of either .gif or .jpg.
MarkAnimation/Attachment *Binary*	Required for MarkAnimationDetails	If the mark is an animation then a file must be attached with the application. Moving images must be represented by a sequence of still pictures. The file with these pictures must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkAnimationAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkImageFilename *String (512)*	Required for MarkImageDetails	The name to be used in the IPONZ system for the attached mark image file. This name will be visible to the public in the documents section of the trade mark case and must have a file extension of either .gif or .jpg.
MarkImage/Attachment *Binary*	Required for MarkImageDetails	If the application is for an image or a combined mark then a file must be attached. The file must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkImageVerbalElementText *Obsolete*	Do not use	This element is obsolete and should not be used. An application with any content here will return an error with description *" A Word, Image or Combined Mark cannot have a description."* To submit a combined mark the application must include the mark text in WordMarkDetails and the image content in MarkImageDetails.
MarkImageAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkColourFilename	Optional	The name to be used in the IPONZ system for an attached mark

Field	Optional/required	Description
String (512)		image file. This name will be visible to the public in the documents section of the trade mark case and must have a file extension of either .gif or .jpg.
MarkColour/Attachment *Binary*	Optional	Applications for colour marks may optionally include an image file. The file must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkColourVerbalElementText *String (4000)*	Optional	If no colour file is attached then a written description of the mark must be entered here. The description can also be included in addition to a file attachment.
MarkColourAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkShapeFilename *String (512)*	Required for MarkShapeDetails	The name to be used in the IPONZ system for the attached 3D mark image file. This name will be visible to the public in the documents section of the trade mark case and must have a file extension of either .gif or .jpg.
MarkShape/Attachment *Binary*	Required for MarkShapeDetails	Applications for 3D marks must include an image file. The file must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkShapeVerbalElementText *String (4000)*	Optional	A written description of the 3D mark may be entered here in addition to the file attachment.
MarkShapeAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkSmellFilename *String (512)*	Optional	The name to be used in the IPONZ system for an attached image file to describe a smell mark. This name will be visible to the public in the documents section of the trade mark case and

Field	Optional/ required	Description
		must have a file extension of either .gif or .jpg.
MarkSmell/Attachment *Binary*	Optional	Applications for smell marks may optionally include an image file to assist with the description of the mark. The file must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkSmellVerbalElementText *String (4000)*	Required for MarkSmellDetails	A written description of the smell mark must be entered here.
MarkSmellAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkSoundFilename *String (512)*	Optional	The name to be used in the IPONZ system for an attached image file to visually represent a sound mark. This name will be visible to the public in the documents section of the trade mark case and must have a file extension of either .gif or .jpg.
MarkSound/Attachment *Binary*	Optional	Applications for sound marks may optionally include an image file to visually represent the sound, e.g. as a musical score. The file must be GIF or JPG format but should not be animated. The file can be attached here in Base64 encoded form.
MarkSoundVerbalElementText *String (4000)*	Optional	If no image file is attached then a written description of the mark must be entered here. The description can also be included in addition to a file attachment.
MarkSoundAdditionalInformation *String (1024)*	Optional	Any additional information related to the application can be entered here and will be presented to the examiner for consideration.
MarkTranslation *String (700)*	Optional	An application with any foreign words in a mark must include a translation before it can be accepted. If it is not included at the time the application is submitted an objection will be raised

Field	Optional/ required	Description
		during examination.
MarkTransliteration *String (255)*	Optional	An application with any foreign characters in a mark must include a transliteration before it can be accepted. If it is not included at the time the application is submitted an objection will be raised during examination.
ClassificationKindCode *Fixed string*	Optional	Value must be *Nice*, the classification system used at IPONZ.
ClassificationVersion *Integer (max 2 digits)*	Optional	Any value entered here is disregarded by the IPONZ system. Applications are always submitted under the current version of Nice classification used at IPONZ.
ClassDescription	Required	This element is used to describe the classification for the goods and/or services for the application. Multiple ClassDescription elements can be included for a multiclass application.
ClassNumber *Integer (0-45)*	Required	The Nice class for the goods or services named in the corresponding GoodsServicesDescription text. If the appropriate classification is not known then a value of 0 can be used, however this will result in an objection during examination and potentially require additional fees to add classes.
GoodsServicesDescription *String (unlimited)*	Required	The list of goods or services for the trade mark in the corresponding ClassNumber. Text should start with a capital letter and end in a full stop. Goods or services should be separated by semicolons. Any newline characters in the text will be replaced with spaces when the application is submitted.
PriorityCountryCode *String (2)*	Required for priority	The two letter code for a Convention priority country. The IPONZ schema uses the 2007 version of WIPO ST.3 for country codes.
PriorityNumber	Optional	The overseas application number of an earlier application used

Field	Optional/ required	Description
String (30)		for Convention priority.
PriorityDate *Date*	Required for priority	The application date of the priority application. A New Zealand application that claims Convention priority must be filed within 6 months of the date of the priority application.
PriorityPartialGoodsServices	Optional	If the New Zealand application is only claiming Convention priority for some of the goods or services
ClassNumberList *List*	Optional	A space separated list of the Nice classes of the overseas application where Convention priority is claimed in New Zealand.
PriorityPartialGoodsServices/…/ **GoodsServicesDescription** *String (unlimited)*	Optional	A text description of the claim details or the scope of the Convention claim. For example: 30 November 2014, Japan, 78/555,555, for class 9 in respect of computer software.
TradeMarkApplicant	Required	The application must include details for each applicant. If an applicant already exists in the IPONZ registers then their client ID can be used, otherwise full applicant details can be entered in the application. Each applicant should be entered as a separate TradeMarkApplicant element.
ExistingApplicantKey/Identifier *Integer*		If the applicant has previously applied for other IP cases at IPONZ then they will have an IPONZ client ID that can be used here. This will prevent duplication of data and ensure quality of data in IPONZ registers is maintained.
NewApplicant/ApplicantKey/Identifier *Integer*		Not for use in an application request. The response for a successful application will include the IPONZ client ID allocated to the new applicant. This value can be stored and used for future applications in the ExistingApplicantKey/Identifier element.

Field	Optional/ required	Description
ApplicantLegalEntity *String*		The type of entity that the applicant is. Valid values are: • Person • New Zealand Company • Overseas Company • Partnership • Charitable Trust • Incorporated Society • Other
ApplicantNationalityCode *Enumerated String(2)*		If the applicant is a person the country code for their nationality must be entered here.
ApplicationIncorporationCountryCode *Enumerated String(2)*		If the applicant is not a person the code for their country of incorporation must be entered here.
ApplicantAddressBook *ComplexType – AddressBookType*		Name and contact details of the applicant. See reference table below for details of this data type.

RESPONSE DATA DICTIONARY

The response for a successful request will include the details of the trade mark application as submitted in the request. Additional fields that may be included in a response are detailed below.

Field	Description
ApplicationNumber *PositiveInteger*	The official number of the trade mark application that has been submitted.
StatusCode *Integer*	The numerical code for the trade mark's current status. For most applications this will be 20 following a successful application, to indicate that the trade mark is currently filed. For a non-traditional mark type, e.g. 3D, then this will be 10as the application must be validated by IPONZ before it becomes filed and publicly viewable on the trade mark register.
StatusDescription	The description of the trade mark's current status. For most applications this will

Field	Description
String	be *Filed* following a successful application. For a non-traditional mark type, e.g. 3D, then this will be *Submitted* as the application must be validated by IPONZ before it becomes filed and publicly viewable on the trade mark register.
NZFilingDate *Date*	The official filing date for the application. This will either be the local date when the request was received, or the next working day if it is a day that the office is closed.
TradeMarkApplicantDetails *Complex type -* *NZ_TradeMarkApplicantDetailsType*	Details of the trade mark applicants as specified in the application request. Each trade mark applicant will have an IPONZ client ID returned in **ApplicantKey/Identifier**. This value can be used in **ExistingApplicantKey/Identifier** for future applications to prevent creating duplicate client records in the IPONZ registers.
ContactDetails *Complex type –* *NZ_ContactDetailsType*	Details of the contact for the application. If the contact is the requestor, then the details are taken from the IPONZ account that is associated with the API credentials used to submit the request.
Licensee *Boolean*	Not used in this version and will always return *false*.
Description	The mark description as shown on the trade mark register, if applicable.
TitleOfApplication	The title of the application shown on the trade mark register. If the application does not have a trade mark name (e.g. because it is an image mark) then this element will be empty. The trade mark register will display 'Representation Only' in place of a title.
IntendedUseCodeDescription	The intended use statement that will appear on the trade mark register. If the intended use code is YAPP then the description is 'The mark is being used or proposed to be used, by the applicant or with his/her consent, in relation to the goods/services'. If the intended use code is NAPP then the description is 'No statement of use'.
TransactionErrorCode *Token (String)*	Either *Application Error* or *Fault Error* *Application Error* generally indicates that the request cannot be carried out as it does

Field	Description
	not meet the requirements for a trade mark application.
	Fault Error indicates an unexpected error with the web service itself.
TransactionErrorText *String*	Description of the specific error. The detail will differ depending on the circumstances of the failure, this is a non-exhaustive list of examples:
	• There is no suitable payment method available to proceed
	• A Word, Image or Combined Mark cannot have a description
	• Can't find client with the following code: 1403494223523

ADDRESSBOOKTYPE

This complex data type is used to define name and contact details of IPONZ clients, including owners and agents of various intellectual property (IP) case types. It is used in trade mark and patent application requests and in responses for various services that return IP case information.

A response from an IPONZ service will use the free format name line option rather than the structured format to return the name.

Field	Description
NameKind *String*	Optional element that describes the nature of the name, selected from:
	• Natural Person
	• Legal Entity
	• Other
FreeFormatNameLine *String (255)*	This is a required element when the FreeFormatName option is used to define the name.
	Multiple FreeFormatNameLine elements can be used in an application, the name that will be used in the application is a concatenation of all these strings separated by spaces. The maximum allowable length of the concatenated string is 255 characters.
PersonName/FirstName **PersonName/LastName** *String (255)*	These are required elements when the FormattedName/PersonName option is used to define the name.
	The name used in the application is a concatenation of the first name and last name separated by a space. The maximum allowable length of the concatenated string is 255 characters.

Field	Description
OrganizationName *String (255)*	This is a required element when the FormattedName option is used to enter the name on an organisation.
AddressCountryCode *String(2)*	A two letter country code for the address. See WIPO ST.3 for a list of valid codes. This is a required element in an application request.
FormattedAddress	Addresses for IPONZ clients are stored as three address lines, city, postcode, and country. XML for applications can include up to five AddressLine elements, AddressSuburb, AddressState, AddressCity, and AddressPostCode. Maximum length for each string is 255 characters, except AddressPostCode with maximum length of 150 characters.. The minimum information that is required is a single AddressLine element. Address line 1 in the IPONZ system is a concatenation of all AddressLine strings with comma and space separation. Maximum length of the concatenated string is 255 characters. Address line 2 in the IPONZ system is taken from the AddressSuburb value. Address line 3 in the IPONZ system is taken from the AddressSuburb value.
Phone/CountryCode **Phone/AreaCode** **Phone/Number** *String (25)*	If additional contact details are entered in an application then the phone number is required. Alphanumeric characters are allowed and the phone number stored in the IPONZ system will be a concatenation of CountryCode, AreaCode, and Number. The maximum length of the concatenated string is 25 characters.
Mobile/CountryCode **Mobile /AreaCode** **Mobile /Number** *String (25)*	A mobile phone number for an applicant can optionally be included in an application. Alphanumeric characters are allowed and the phone number stored in the IPONZ system will be a concatenation of CountryCode, AreaCode, and Number. The maximum length of the concatenated string is 25 characters.
Email *String (255)*	An email address may optionally provided in an application. This address is not used for any official communication with the office. No validation of the email string is performed in an application request.