

# 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

### 'TURN IT ON' - FOUND

LINE	BRAND	TYPE	MEDIA	YEAR	LOCATION
<b>'TURN IT ON' - FOUND</b>					
Turn it on.	8007	Ringtones	T	2005	UK
Turn it on (TV ad title)	10.3 Love FM	radio station	T	2007	USA
Turn it on (TM dead)	Anheuser-Busch Inc	beer/concert promotion	TMR	2006	USA
Turn it on (web banner slogan)	Audio Video Interiors	home entertainment installation	W	2007	USA
<a href="http://www.hometheateratl.com/">SEE http://www.hometheateratl.com/</a>					
Turn It On	Avanticom	DVD series by Jimmy Clewes	W	2007	USA
Turn it on	Cisco Systems	routers	P	2005	AUS
Turn it on!	Concept 7	web design	W	2007	USA
<a href="http://www.concept7solutions.com/">SEE: http://www.concept7solutions.com/</a>					
Turn it on ®	Corporate Computer Lease	insurance/leasing	TMR	2005	UK
Turn it on ®	General Motors	cars & vehicles	TMR	2005	AUS/NZ
Turn it on	Glade (Sport)	car air freshener	T	2004	Singapore
Turn it on!	HDTV	digital television	W	2007	Can
<a href="http://www.ce.org/AboutCEA/CEAInitiatives/3617.asp">SEE http://www.ce.org/AboutCEA/CEAInitiatives/3617.asp</a>					
Turniton	Henry Bergeson	kaleidoscope	W	2007	USA
Turn it on.	IBM (E-Business on Demand)	software service	W	2007	HK/China
Turn it on	Kenwood	small kitchen appliances	T	2000	AUS
Turn It On	Ladytron	music track by Ladytron	W	2007	USA
Turn it on (TM dead)	Leapfrog Enterprises	software	TMR	2005	USA
TurnItOn!	Marcelo Gorlani	software	W	2007	USA
Turn it on (TM dead)	On Technology Corp	software	TMR	2003	USA
Turn it on (TM dead)	Peter Arnell (individual)	energy procurement	TMR	2001	USA
Turn it on	Pink Sheets	financial trading	PHL	2007	USA
Turn it on	Puma Ltd	sport shoes	T	1994	UK/USA
Turn it on (TM dead)	Puma Ltd	sports items/accessories	TMR	2000	NZ
Turn it on ®	Puma Ltd	sports items/accessories	TMR	1993	GERM/EUR
Turn It On	Ronan Keating	music concerts/album	T/PHL/O	2004	UK
Turn it on	Sony (Wega)	home cinema system	PHL	2004	Thailand
Turn it on	Sony Electronics	business solutions	W	2005	USA
<a href="https://www.turnitonmer.com/">SEE: https://www.turnitonmer.com/</a>					
Turn it on.	Techontap	business services/telecoms	P T	2004	Australia
Turn It On	The Flaming Lips	music track by The Flaming Lips	W	2007	USA
Turn it on	Time Warner (DTV)	cable TV service	T	2001	USA

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<b>'TURN IT ON' - FOUND</b>					
Turn it on (TM dead)	Tretorn Ltd	sport shoes/sportswear	TMR	2001	USA
Turn it on (TM dead)	Tretorn Ltd	water bottles	TMR	1994	USA
Turn IT On <a href="http://turniton.dk/about.php">SEE http://turniton.dk/about.php</a>	Turn It On	software service	W	2007	Denmark
Turn it on! <a href="http://www.turniton.co.uk">SEE http://www.turniton.co.uk/</a>	Turn It On Ltd	software service	W	2007	UK
TurnItOn.com <a href="http://www.turniton.com/">SEE http://www.turniton.com/</a>	TurnItOn.com	marketing consultancy	W	2007	USA
Turn it on	Wickes	DIY retailer	PHL	2004	UK
Turn it on (TM dead)	Yahoo Inc	portal	TMR	2004	USA
Turn it on	Zed	mobile downloads	T	2005	UK

### 'TURN IT ON' - NEAR HITS

2TurnItOn <a href="http://www.2turniton.com/">SEE http://www.2turniton.com/</a>	2TurnItOn Inc	utility connection service	W	2007	USA
All you need to do is turn it on.	Fona	electrical retailer	T	2003	Denmark
Digital radio. Turn it on.	Intempo Digital	radio	P	2003	UK
Don't be scared of the dark. Get Luminator and turn it on.	Kidpower (Luminator)	basketball set	T	1999	USA
Drop it in, turn it on, it's all gone.	Dishwasher Magic	dishwasher cleaner	P	2001	USA
Drop it in, turn it on, it's all gone. ®	IOIP Holdings	dishwasher cleaner	TMR	2001	USA
Free voicemail, turn it on when you go on holiday.	KPN Telecom	landline provider	T	1998	Netherlands
Golds turn it on. Burgundies blaze. Let's glow!	Maybelline (Wet Shine)	makeup	PHL	2003	USA
It seems small. Until you turn it on.	Bose (Acoustic Wave)	music system	PHL	2004	USA
It's simple. You turn it on. It returns the favour.	Toyota (Yaris)	car	PHL	2006	S Africa
It's your life. Turn it on.	Honda	power tools	T	2003	USA
Just turn it on! (TM dead)	Bangor Hydro-Electric Company	electric utility	TMR	2005	USA
Just wait till you turn it on.	Siemens	vacuum cleaner	PHL	2006	Emirates
Mastercard online turn it on. (TM dead)	Mastercard	credit card	TMR	2000	USA
Plug it in. Turn it on. ®	Visual Appliances	screens/monitors	TMR	2006	USA
Protects the engine as soon as you turn it on.	Castrol	motor oil	T	2003	Malaysia
Realize your ambitions. Just turn it on.	Compaq	desktop computer	PHL	2001	CAN
The first stereo system to create harmony even before you turn it on.	Bose (Acoustic Wave)	music system	PHL	2005	UK
The key to enhance your productivity? Turn it on and see.	NEC	monitors	WB	2006	ASIA

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<b>'TURN IT ON' - NEAR HITS</b>					
Turn heads even before you turn it on.	Hewlett-Packard (Pavilion)	notebook computer	PHL	2006	ASIA
Turn it all on. ®	BFG Technologies	computer hardware	TMR	2004	USA
Turn it on - access the world. (TM dead)	The Network Connection	internet provider	TMR	2001	USA
Turn It On Again	Genesis	music album/concerts	T	2007	UK/EUR/USA
Turn it on and the mosquitoes are dead.	Raid (Portable)	battery mosquito repellent	T	2002	Portugal
Turn it on and win.	Radio Zet	radio station	T	2006	Poland
Turn It On Designs. ®	Turn It On Designs Ltd	electrical switchplates	TMR	2006	USA
Turn it on tonight.	The Adult Channel	TV channel	T	1998	UK
Turn it on turn it off.	Reebok (Pump)	sport shoes	T	2005	UK/USA/INDIA
Turn it on with our star-studded sweepstakes.	Delta Airlines	airline	WB	2006	USA
Turn it on, tune it in, take it over!	Bullfrog Films	movie by David Shulman	W	1992	USA
Turn it on, turn it off.	Artema	bathroom fittings	T	2007	Turkey
Turn it on. Close the sale. Make big bucks.	Infocus	projector	PHL	1997	UK
Turn it on. Keep it on. (TM app)	Symantec Corp	security software	TMR	2007	USA
Turn it on. Look brilliant. Turn it off.	Infocus	projector	PHL	1997	UK
Turn it on. Tune it in. Turn it up.	A&E Television	TV channel	PHL	2001	USA
TV shopping, turn it on! (TM dead)	Electronic Retailing Association	trade association	TMR	2007	USA
Unbreakable light - Be the light, turn it on. ®	Pulse Lite	lighting	TMR	1999	USA
Unbreakable light. Pulse Lite. Be the light, turn it on. (TM dead)	Michael Findlay (individual)	battery-operated lights	TMR	2006	USA
Watch TV for hours. Then turn it on.	Bang & Olufsen (Beovision)	TV set	PHL	2005	UK/EUR/ASIA/AUS
You buy it, turn it on and watch it.	Canal+	satellite TV operator	T	2001	Spain
You can turn it on but you can't turn it off.	Sony PlayStation 2	games	P	2001	USA
You can turn it on but you can't turn it XFF.	Sony (Playstation 2)	video games	PHL	2000	USA
You put Fairy in your dishwasher. You turn it on and wonder: which one...	Fairy	dishwasher detergent	PHL	2007	UK
You turn it on. You turn it off. It's almost as simple as an Acer Aspire.	Acer (Aspire)	desktop computer	PHL	1998	ASIA
Your body heat turns it on.	Degree	deodorant	T	1999	USA
<b>'TURNED IT ON' - OTHER</b>					
Saks turned it on.	IBM (E-Business)	software services	PHL	2002	USA/EUR
They turned it on and tuned in but did they drop out?	Lynx	deodorant	PHL	2005	UK
<b>'TURN IT ...' - OTHER</b>					
Turn it loose.	Coors	beers	P	2002	UK

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<b>'TURN IT ...' - OTHER</b>					
Turn it up!	Coca-Cola	soft drinks	T	2004	Singapore
Turn it up ® <a href="http://www.intunecorp.com/">SEE: http://www.intunecorp.com/</a>	Intune Corporation	fountain cup holder	TMR	2001	UK Eur
Turn it up!	McCain	frozen chips	P	2005	USA
Turn it up.	UPN	Cable channel	T	2002	USA
<b>'TURN ... ON' - OTHER</b>					
Always turned on. ®	Atlantic City	city	TMR	2004	USA
Been turned off? Get turned on! ®	Sure-Tel	telecommunications	TMR	2001	USA
Flatron plasma, turn on the world.	LG	televisions	T	2003	Philippines
Have you been turned on. (tmapp)	Legend	computers	P	2004	Australia
Keeping IT turned on.	Linetex	IT network support	P	2001	UK
Keeping you turned on.	Cogeco	TV operator	T	2002	Canada
Let us turn you on. ®	Homessentials	home services	TMR	2001	USA
New things. Turn us on. ®	TechTV	TV programs	TMR	2004	USA
People turn on to Bloomberg Television.	Bloomberg Television	Satellite channel	P	2001	UK
Stay turned on. New year, new movies	Sky Movies	satellite TV channel	T	2007	UK
Switch off every day life, turn on Austria.	Austria	country	T	2002	Austria
The turn on you spray on.	Axe	male deodorant	T	2003	USA
Turn me on.	Aqua-Technik	bathroom fittings/appliances	P	2003	USA
Turn me on.	Fuji Fin Pix F401	cameras	T	2002	Singapore
Turn on a healthy smile.	Oral-B Vitality	electric toothbrush	T	2006	UK
Turn on media. ®	Insyde Software	e-advertising services	TMR	2002	USA
Turn on nature in your home.	Glade Plug Ins	air fresheners	T	2001	Colombia
Turn on New York.	Metro Channel	TV broadcasting	P	2002	USA
Turn on something good. ®	On Command	TV broadcasting	TMR	2003	USA
Turn on Sportitalia.	Sportitalia	TV channel	T	2004	Italy
Turn on Talent. (tmapp)	Turn on Television Ltd	media, public appearances	P	2006	UK
Turn on TechnoTread.	Apollo Acelere	car tyres	P	2004	India
Turn on Television ®	Turn on Television Ltd	tv production	P	2006	UK
Turn on the cold. Bring on the energy savings.	Tide Coldwater	laundry detergent	T	2005	Canada
Turn on the experience. ®	PlayNetwork Inc	music audio discs	P	2006	UK Eur
Turn on the fun.	Black & Decker	ice cream maker	T	2003	Canada

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Turn on the fun.	Best Buy	electrical goods retailer	P	2002	USA
Turn on the holiday spirit.	Air Wick	air freshener	T	2004	USA
Turn on the music.	Carlsberg	lager	T	2001	Italy
Turn on the power. ®	Rutter Communications	advertising agency	TMR	2000	USA
Turn on the refreshment with Hall's menthol candies.	Hall's	sweets	T	2002	China
Turn on the style.	Paul Mitchell	haircare	P	2007	UK
Turn on the summer.	Sanson	ice cream	T	2001	Italy
Turn on the taste.	Opavia Telka	biscuits	T	2005	Slovakia
Turn on the white.	Ace	laundry bleach	T	2001	Spain
Turn on TV. ®	Turn on Television Ltd	tv production	TMR	2006	UK
Turn on your color.	LG	televisions	T	2004	Philippines
Turn on your emotion.	Mitsubishi	cars	T	2003	Thailand
Turn on your emotions.	Televisa	TV network	T	2002	Mexico
Turn on your life. ®	Fujitsu Siemens	photographic	TMR	2006	UK Eur
Turn on your Margarita.	Modori melon liquor	Liqueur	P	2000	USA
Turn on your smile.	Homedics	advertising agency	P	2002	Canada Australia
Turn on your taste for the finer things in life.	Callard & Bowser Toffees	confectionery	T	1976	UK
Turn on your world.	Worldspace	satellite radio broadcasting	P	2006	USA
Turn on, tune in, fly out.	TV Travel Shop	tv travel program	T	2002	UK
Turn on. ®	BC International	essential massage oils	P	2000	USA Canada
Turn on. (tmapp)	Beverages Beyond	soft drinks	P	2004	USA
Turn on. (tmapp)	Danske Traelast	electrical apparatus	P	2003	UK Eur
Turn on. (tmapp)	Winterpark Paris Parfums	cosmetics	P	2004	UK Eur
Turn up, join in and move on.	BiteSize	adult education course	T	2001	UK
Turn us on.	TechTV	TV program broadcasting	P	2003	USA
Turn your brain on.	J.P. Luciano	herbal supplements	P	2004	USA
Turn your life on.	Panasonic	televisions	T	2001	Australia
Turn yourself on. (tmapp)	RTV Media	TV broadcasting	P	2004	USA
Turned on Europe. ®	Viacom	media services	P	1999	UK Eur
Turned on yet?	Today FM	radio station	T	2007	Ireland
Turning America on ... to speciality? (TM dead 1999)	Ferrero	chocolate spread	P	1993	USA
Turns on the flavour	Tabasco	sauce	P	2002	Australia
We turn on ideas. (tmapp)	Seagate	IT hardware	P	2004	USA

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<b>'TURN ... ON' - OTHER</b>					
We turn you on. (tmapp)	IDT Energy	electricity/gas supplies	P	2004	USA
<b>'TURN' - OTHER (FOODS)</b>					
And life turns sweet.	William Saurin Sachet Saveur	convenience meals	T	2001	France
For body that turns heads.	Sparletta	Soft drinks	T	2006	SA
For nibbling good cheese, turn to Churnton.	Churnton	Cheese	P	1997	MTV
Healthy eating turns a new corner.	Muller Fruit Corners	Yoghurt	P	2006	UK
It's your turn.	Snickers	chocolate bar	T	2003	Ireland
The taste the world is turning to.	NutraSweet	sweetener	P	1988	UK
Turn a commercial break into a coffee break.	Lyons Coffee	Coffee	T	1994	UK
Turn an ordinary day into an extraordinary day.	Rhodes	frozen ready-to-bake rolls	T	2003	USA
Turn every morning into a Golden Moment.	Lyle's Golden Syrup	Syrup	P HL	2004	UK
Turn moments into memories.	Pascall	sweets	T	2005	Australia
Turn the day your way.	Maxwell House	Coffee	T	1997	UK
Turn to your human powered flying machine.	Red Bull	energy drink	T	2003	USA
Turn up the heat and flavor	McIlhenny's Tabasco Sauce	Sauces	T	2005	USA
Turn up the volcanicity	Volvic	mineral water, festivals	P W	2007	UK
Turn up the volcanicity with Volvic.	Volvic	mineral water	R	2006	UK
Turn your thirst over to it.	McCain	iced tea	T	2004	Canada
Turns moments into memories.	Pascall	sweets	P	2006	Australia
Warm up your holidays without turning up the heat.	Louis Rich Turkey	turkey	P	1986	USA
When your mind turns to sausage, think Walls.	Walls Sausages	Sausages	T	2000	UK
With Royal everything turns out beautifully.	Royal	baking powder	T	2003	S Africa

**END**

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How AdSlogans can help you					
Service	LineCheck	BizCheck	PosCheck	TermCheck	BrandCheck
What it does	A customised report showing prior or current use of a proposed new endline.	A customised report of brand slogans in any given brand category Provides a fast overview of what the competition is saying	Compares brand positioning in any given category. Helps identify over-used postures and reveals possible positioning gaps and opportunities	Checks uses of specific terms, concepts or ideas for brainstorming.	A customised report showing lines of a particular brand.
For whom and when	For advertising agencies, advertisers and marketeers, when planning new slogan.	For advertising agencies, when starting work on a new account pitch to review competitive slogans	For advertising agencies, advertisers and marketeers, for strategic or competitive brand reviews	For advertising agencies, advertisers and marketeers, when developing new line.	For advertising agencies, advertisers and marketeers when pitching for a new account or after winning one. Also invaluable for strategic or competitive brand reviews