



Republic of the Philippines
Department of Finance
INSURANCE COMMISSION
1071 United Nations Avenue
Manila



Legal Opinion (L.O.) No.:	2018-14
Date:	25 July 2018

MS. JILL MARIE B. LOPEZ
Assistant Corporate Secretary
AXA Philippines
34th Floor GT Tower International
6813 Ayala Ave. Cor. H.V. Dela Costa St.
Makati City.

SUBJECT: Use of the AXA Trademark by Charter Ping An Insurance Corporation

Dear Ms. Lopez:

This refers to your 13 June 2018 letter seeking this Commission's Legal Opinion on the above-captioned subject.

As presented in your letter, since the acquisition by AXA Philippines (AXA) of Charter Ping An Insurance Corporation (CPAIC) in 2016, aggressive efforts were made to drive awareness about the relationship of both companies. This is made more apparent by the recent Insurance Commission's approval of the co-branding between the two companies. However, according to your letter, this has caused confusion to the public, especially to the policyholders themselves. In view of this, you seek to finally eliminate such confusion by replacing the CPAIC trademark with the AXA trademark. Hence, your request for this Commission's Legal Opinion on the matter.

As your basis, you cited Securities and Exchange Commission (SEC) Memorandum Circular 14, Series of 2017 wherein a tradename may be used by a party other than its owner if said owner consents to such use. You likewise mentioned as basis the existing Trademark Sublicense Agreement between AXA and CPAIC whereby CPAIC is allowed by AXA to use its tradename, among others.