

Presented by





The Background and Basics of Trademark Law in China

Sit back, relax and enjoy the ride!





When The People's Republic of China began

Began in 1949, trademarks were regulated and administered by the Central Bureau for Private Enterprises and then soon after, was administered by the Central Administration for Industry and Commerce

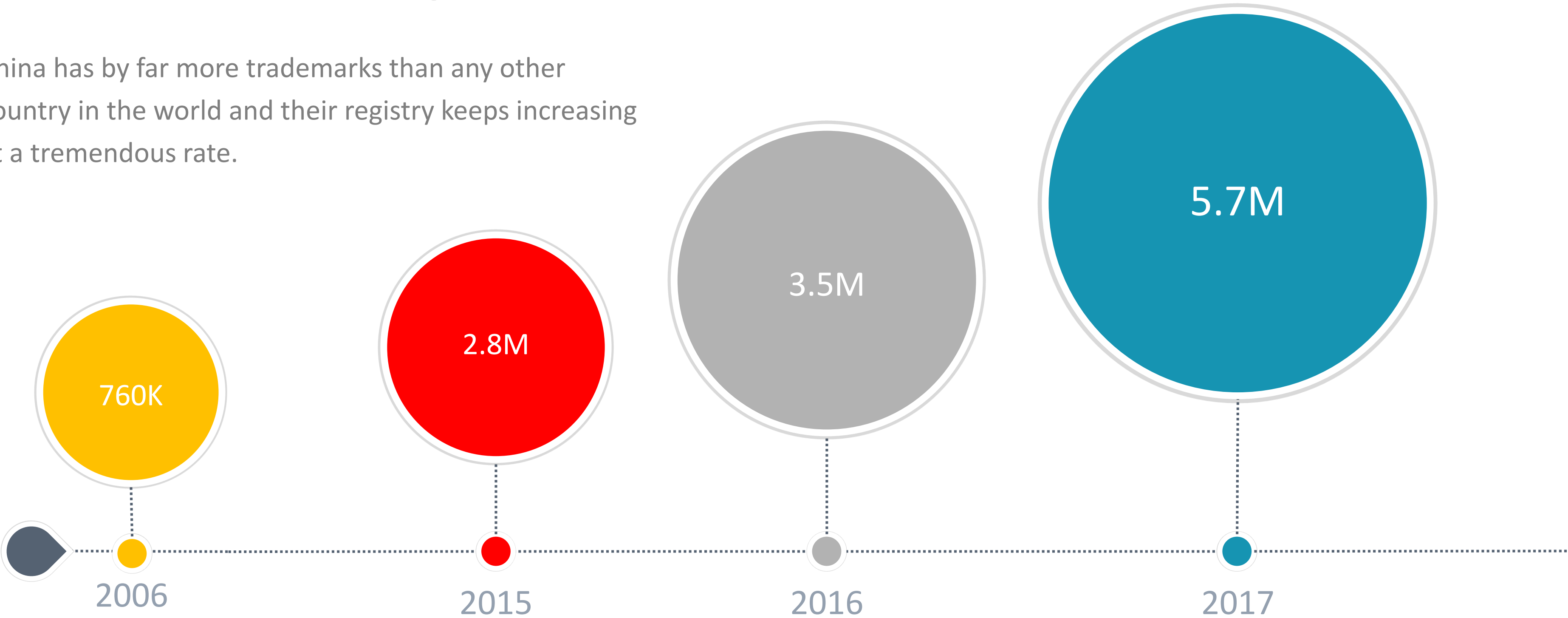


Under Trademark law of People's Republic of China, Trademark office handles national trademark registration and administration

Trademark Review and Adjudication Board is an arms length enforcement body that is responsible for dealing with trademark disputes

China Trademark Registration Per Year

China has by far more trademarks than any other country in the world and their registry keeps increasing at a tremendous rate.



The Oldest Trademark In China



Luxiang Garden Gu Embroidery

The oldest known Chinese trademark originated from Shanghai in the Ming Dynasty and lasted for 289 years. This trademark was used for the beautiful embroidered art made by the Gu family itself.



The Trademark Office (CTMO)

Made up of 24 divisions with 8 divisions dedicated to examination alone, employing 300 examiners.

It is responsible for the national trademark registration and administration for domestic and international trademarks



1. Trademark registration is mandatory

You must do trademark registration to do business in the Chinese markets and E-commerce markets. File your application before you take your products overseas.

2. “First to file” basis

- You don’t have to prove that you’re currently using the trademark
- The door for trademark squatters and counterfeiters is open
- It took Martin Guitars 10 years to get their trademark back in China

World famous brands:

No *special treatment* is afforded in China, unless they are famous marks local to the country



Apple ended up paying ***\$60 million*** to Proview for ownership of the iPad name in China

If it's not used in three years



VOID

Why should I register my mark in China?

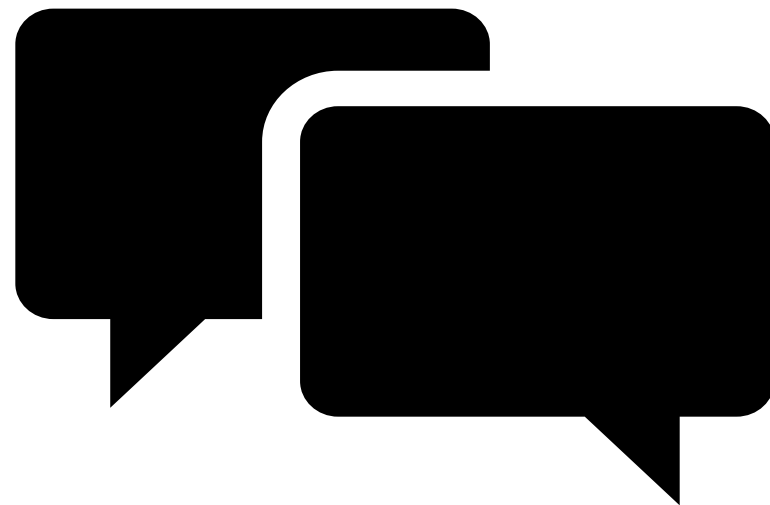


- China is the world's second largest economy
- They are the number one country for trademark filing
- Appreciate all of the benefits of owning a trademark in the innovative, flourishing Chinese market



*If you want a **successful** business
you need to **register** your trademark*

Have questions?



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Crossing the Great Wall of Chinese Trademark Application