

Presented by







# Crossing the Great Wall of Application – The CTMO Registration Process





- First to file basis
- Register even before you start marketing your goods abroad





*Who are you?*

*What* do I need to bring with me?





- 
- Fill out the application!
  - Conduct a thorough trademark search before filing



# Types of trademarks

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*Word mark:*

Word/phrase/slogan that distinguishes your goods and services



*Sound mark:*

Like the roaring lion from MGM or 20<sup>th</sup> Century Fox intro



*Design mark:*

Particular visual, logo or package design that distinguishes your product

*Register your word and design marks **separately***

# When Classifying Trademark Products and Services

A night cityscape with a yellow box containing the text 'More is More!'. The background shows a city skyline with illuminated buildings and a body of water.

More is More!

- Determine what classes your goods and services fall under.
- Each good or service could fall into many subclasses so make sure that you are completely covered.
- It's best to select everything you can because you don't need to prove that you're using all the subclasses

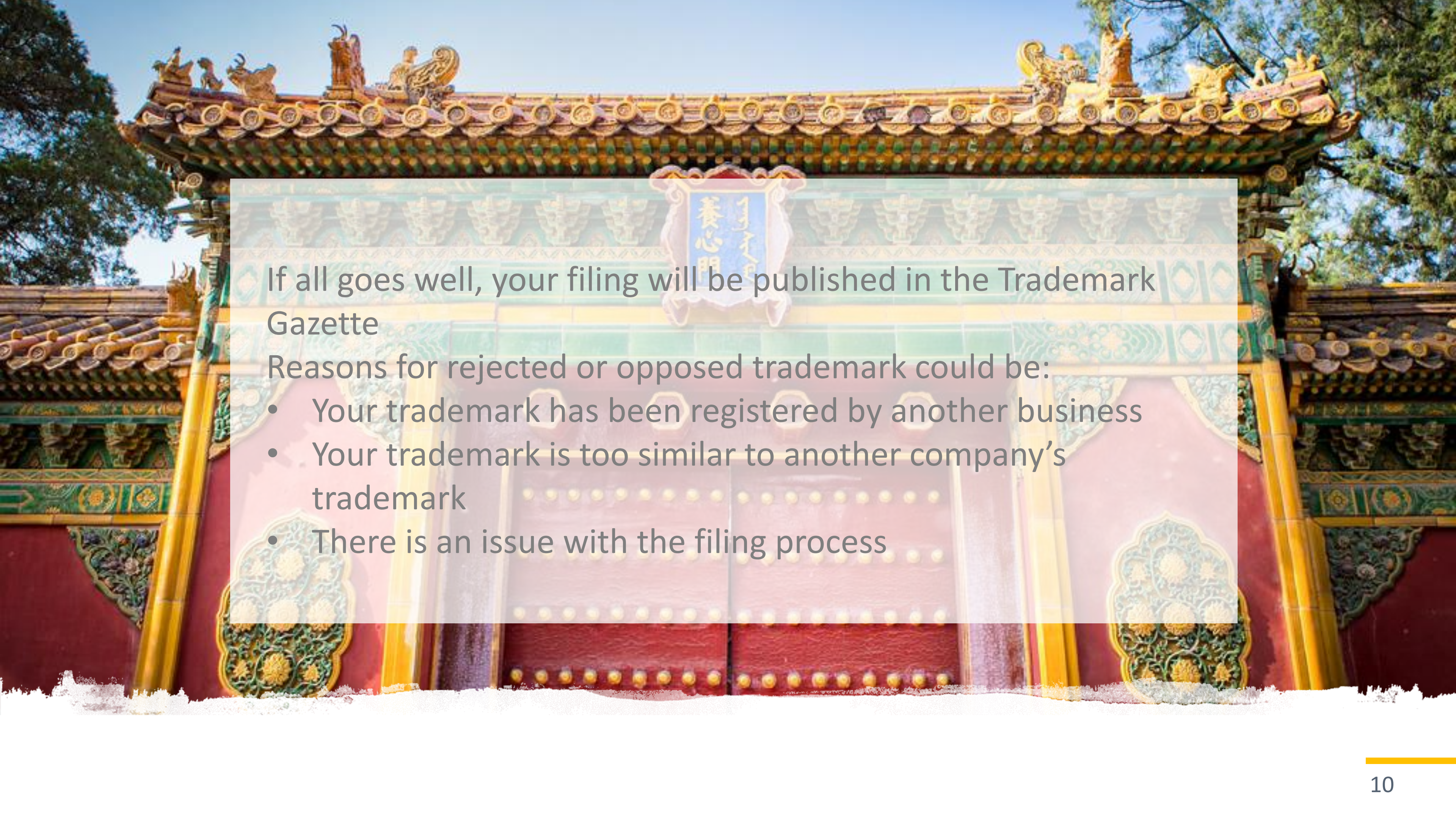


CTMO will examine your application so make sure it has all the required info especially

- Signed power of attorney
- List of goods and services
- Representation of your mark
- Classes and subclasses







If all goes well, your filing will be published in the Trademark Gazette

Reasons for rejected or opposed trademark could be:

- Your trademark has been registered by another business
- Your trademark is too similar to another company's trademark
- There is an issue with the filing process





If there is opposition, CTMO will manage your dispute

- If the grounds are valid, your filing will be terminated.

For any rejection or termination:

- You can request a review of the case from TRAB within 15 days of rejection or losing an opposition case.
- TRAB will look over your application and again come to its decision.



# Registration

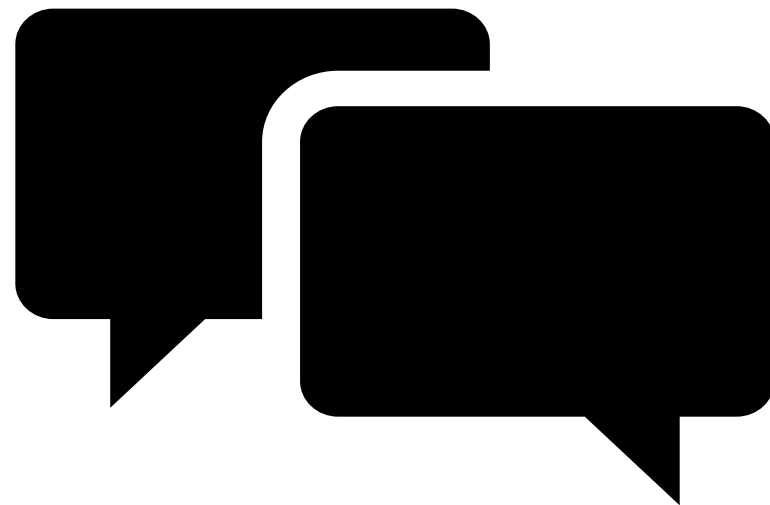
- You'll receive a certificate of Trademark Registration
- Renew your trademark every 10 years
- The entire process takes 12-15 months

*You've walked the Great Wall and now have a Chinese trademark in your hands*





# For More Insights



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## Contact Us

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