



PROTECT YOUR TRADEMARKS IN CHINA 2023

Author: WANHUIDA

Release time: 2023

Directory

Legislative Case Law

About Use, Bad Faith and Well-known Trademarks in the Context of the Fifth Amendment to the Trademark Law

Takeaways of the draft amendment to China's Trademark Law

CNIPA's Criteria for Determination of General Trademark Violations: key points, concerns and missed opportunities

CNIPA releases draft Measures on Collective and Certification Marks to seek public opinions

Draft revision to Anti-unfair Competition Law - key points highlighted

Supreme People's Court Issues New Interpretation of the Anti-Unfair Competition Law

Amended Civil Procedure Law comes into effect

China's SPC streamlines intellectual property jurisdictional rules

Case Law

What applicants need to know about Article 4 of the Trademark Law

Brand owners should avoid geographic names in marks to prevent confusion around their source

BNIC successfully invalidates one of the Chinese transliterations for 'Cognac'

The Clipper Case: Beijing High Court finds 3D mark containing distinctive word element to be non-distinctive

Court grants well-known trademark protection to Champagne GI

Champagne's Journey: A Roadmap for the Protection of Foreign GIs in China

Bad-Faith Case Puts Agents' Role in the Spotlight

Beijing High Court elaborates its position on continuation of trademark registration in Mona Lisa feud

CNIPA affirms selling products using other's figurative trademark as

product shape constitutes trademark infringement

Punitive damages awarded in civil case

Huaihai v Hairun - Chongqing court awards RMB 30 million in damages in infringement suit

Strategy & Guideline

Filing trademarks in China: key steps for foreign applicants

Protection of product shape in China: nonconventional approaches for nontraditional marks

How to protect taglines in China

Limitation of goods or services for trademark registration in China

Changing approach to letters of consent in China

The consequences of (and uncertainty over) trademark invalidations in China

Precis
