



中国贸促会专利商标事务所  
CCPIT PATENT & TRADEMARK LAW OFFICE

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# Newsletter

I N T E L L E C T U A L P R O P E R T Y



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LAW OFFICE

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## Our firm was recognized as a top-tier firm again in Chambers Greater China Region Legal Guide 2026



On January 15, Chambers and Partners, a globally renowned legal rating institution, officially released the "Chambers Greater China Region Legal Guide 2026". CCPIT Patent and Trademark Law Office was recognized as a top-tier firm in non-litigation of intellectual property and a fourth-tier firm in the litigation of intellectual property in Greater China region. With highly professional services, our firm has been awarded the top-tier firm in China for intellectual property non-litigation for consecutive years. In addition, our litigation business has also emerged prominently and remained consistently ranked. The awards fully demonstrate the firm's

excellent and comprehensive service capabilities.

According to "Chambers Greater China Region Legal Guide 2026", "CCPIT Patent and Trademark Law Office houses a team with a strong track record in handling patent and trade mark registration and protection matters. The team is especially noted for its strength in prosecution work. It also offers expertise in relation to IP disputes and is especially active in patent and trade mark infringement cases."

During the research, many clients spoke highly of the professional services of the firm: "The team are experienced in this

practice, so their advice is accurate and timely updated with the legal practice. They know CNIPA's rules and policies well. They can update us immediately." "They have specialised teams to handle different matters and they keep information synchronised and shared in a timely manner. This avoids clients having to provide the same documents repeatedly."

Meanwhile, Mr. Chuanhong Long, President of the firm, who is a long-standing patent attorney and lawyer with more than 25 years of rich experience in the patent field, was honored in Chambers' individual rankings as "Eminent Practitioners".

## Ranked tier 1 both in the areas of patent prosecution and trademark prosecution (2025) by MIP



On June 30, Managing Intellectual Property (MIP) has released its 2025 ranking of leading IP law firms around the world. CCPIT Patent and Trademark Law Office, once again, ranks Tier 1 in both patent prosecution and trademark prosecution, bringing the firm to this position for the 26th consecutive year. The firm is also in the

rank of leading IP law firms in the areas of patent contentious and trademark contentious. According to MIP, "CCPIT Patent and Trademark Law Office is highly recommended for trademark and patent protection work. It has a large team of patent attorneys for different technical fields as well as experienced lawyers to deal with IP disputes."



## Our firm was awarded IP Law Firm of the Year 2025 in China by ALB



On May 15, 2025, the 22nd Asian Legal Business (ALB) China Law Awards were held at Park Hyatt Beijing. The final list of winners was announced on the spot. Standing out from fifteen candidate law firms, our firm, CCPIT Patent and Trademark Law Office, won the IP Law Firm of the Year 2025 in China for our outstanding performance in the field of intellectual property. This is not only an acknowledgement of the professional capabilities of the firm,

but also a testament to its deep involvement in intellectual property services and its contribution to helping enterprises innovate and develop. Vice President Mr. Chunfeng Zhou attended the event and received the award on behalf of the firm.

The ALB China Law Awards, adhering to a professional perspective, selects outstanding law firms, legal teams, etc., and has received widespread attention in the industry. Winning

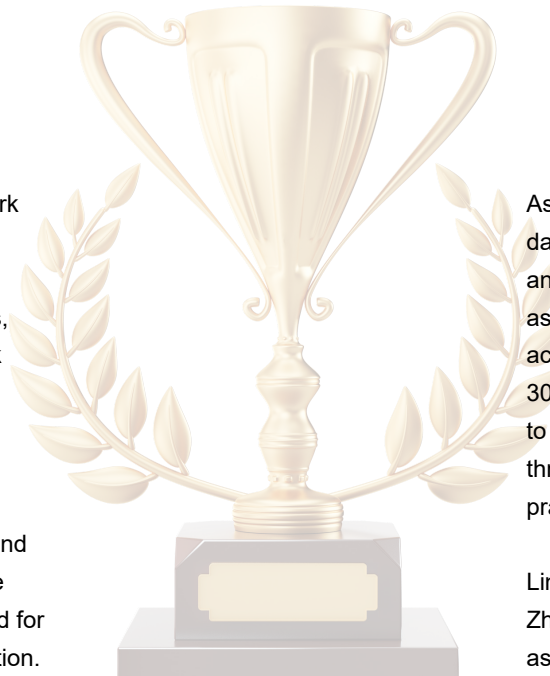
this award again demonstrates that CCPIT Patent and Trademark Law Office's professional strength and industry status have been recognized by the legal circles and our clients. In the future, our firm will uphold the concepts of professionalism, innovation and efficiency, improve the refinement level of intellectual property services, and contribute to promoting intellectual property protection in China at home and abroad.

## Our firm was once again recognized by WTR 1000 as Gold Band for trademark prosecution and strategy in China



CCPIT Patent and Trademark  
Law Office

Recommended Firm 2026



On January 28th, World Trademark Review (WTR) released the 2026 edition of WTR 1000: the World's Leading Trademark Professionals, which identifies the top trademark professionals in key jurisdictions around the globe. CCPIT Patent and Trademark Law Office was recommended and ranked Gold Band for trademark prosecution and strategy in China. Additionally, the firm was also ranked Bronze Band for trademark enforcement and litigation.

As noted by WTR, with a history dating back to 1957, CCPIT Patent and Trademark Law Office stands as a “professional and commercially accommodating” firm, boasting over 300 patent and trademark attorneys to offer far-reaching protection through its comprehensive trademark practice.

Ling Zhao, Bo Li, Aimin Huo, Bin Zhang and Yuncheng Li were ranked as Recommended Individuals.

## Our firm has won the IP Firm of the Year Award by Asia IP for the sixth consecutive year

Asia IP announced the winners of the 2025 China IP Awards. With exceptional professional capabilities and outstanding market performance, CCPIT Patent and Trademark Law Office stood out again and won the IP Firm of the Year Award, marking the sixth consecutive year that our firm has received this honor. Meanwhile, we also won multiple awards, including Patent Prosecution Firm of the Year, Trademark Prosecution Firm of the Year, Trademark Litigation Firm of the Year, Licensing & Franchising Firm of the Year, Pharma, Biotech &



Life Sciences Firm of the Year and IP Portfolio Management Firm of the Year.

Winning these awards is not only a high recognition of our past achievements but also an inspiration for us to continue deepening our efforts in the intellectual property field. With professional, efficient and pragmatic services, we will spare no efforts to help both domestic and international innovation entities enhance their intellectual property protection levels.



# Recent changes in examination criteria for non-use cancellation in China

By Ling Zhao

*New CNIPA examination practices on non-use cancellation raise evidentiary requirements for petitioners. Ling Zhao of CCPIT Patent and Trademark Law Office highlights the implications for registrants and enforcement strategies in China*

Following an increase in the number of new trademark applications in China and the tightening of examination standards for letters of consent by the CNIPA and the courts, non-use cancellation has become one of the most popular tools for removing prior mark obstacles.

According to CNIPA data, the number of review decisions on non-use cancellation rose from 14,866 in 2022 to 16,438 in 2023 and 18,693 in 2024. The surge in review cases indicates an even larger increase in first-stage cancellation applications.

Last year, the CNIPA introduced new examination requirements and practices concerning non-use cancellation.

## Key changes in examination practice

Although the Chinese Trademark Law does not set evidentiary requirements for cancellation petitioners, Article 66 of the Implementing Regulations

provides that “[w]here a registered trademark has not been used for three consecutive years and there is no justified reason under Article 49 of the Trademark Law, any entity or individual may apply to the Trademark Office to cancel the registration and shall state the relevant facts” [emphasis added].

This provision allows the CNIPA to demand more detailed “relevant facts” and has led to the following new practices:

- Examination of the petitioner’s subjective intention – since the second half of 2024, the CNIPA has issued supplementary notices to petitioners that file a high volume of cancellation actions within a short period, requiring them to explain their motive and furnish supporting evidence.
- Stricter preliminary-investigation evidence – from January 2025, petitioners must provide three



categories of evidence when submitting a cancellation request:

- Basic information on the registrant: business scope, current operating/existence status, and the status of the target mark;
- If the registrant is still active, a survey report and evidence of its actual business, such as product sales, service provision, business premises, or office address; and
- Search results showing whether the mark has been used on the designated goods/services. The search must cover at least three comprehensive or industry-specific platforms and include full-screen captures of the first five consecutive pages of results.

These requirements shift part of the evidentiary burden from the registrant (which traditionally bore the main burden of proving use) to the petitioner.

In the proposed amendments to the Trademark Examination and Review Guidelines of the CNIPA, formal requirements for non-use cancellation include mandatory preliminary evidence on the registrant's existence, actual business status, and use (or non-use) of the mark.

### Impact on registrants and petitioners

By raising the evidentiary threshold for petitioners and fine-tuning procedures, the CNIPA aims to reduce malicious

cancellations. Trademark right holders will face fewer groundless attacks but, when challenged, must still provide genuine, relevant evidence of use. Owners are therefore advised to maintain and regularly update records of trademark use (invoices, advertising, packaging, online listings, etc.) to ensure an effective defense.

Petitioners should closely monitor the new filing requirements and ensure all preliminary evidence is included. Non-use cancellations must be based on legitimate commercial needs and filed in good faith.

Trademark owners and potential cancellation petitioners are advised to adapt their portfolio management and enforcement strategies to align with these evolving practices.



# Stronger criminal protection for intellectual property rights in China

By Ling Zhao

Criminal protection of intellectual property rights (IPR) constitutes the most deterrent measure in IPR protection and serves as a pivotal safeguard for the civil and administrative protection of IPR. In April 2025, the Supreme People's Court and the Supreme People's Procuratorate of China jointly issued the Interpretation on Several Issues Concerning the Application of Law in Handling Criminal Cases of Intellectual Property Infringement (hereinafter referred to as the Interpretation). The Interpretation offers detailed guidance for judicial adjudication and prosecutorial practice in handling IPR-related criminal cases in China.

The Interpretation lowers the criminal conviction thresholds for relevant IPR crimes, adds new circumstances triggering criminal conviction, stipulates provisions on aggravated punishment, and raises the upper limit for the application of fine penalties.

## Lowering the criminal conviction thresholds

The Interpretation largely adheres to the criminal conviction standards stipulated in the previous judicial interpretations. In light of judicial practice, however, it lowers the conviction thresholds for the crime of illegally manufacturing and/or selling illegally manufactured registered trademark signs, the crime of counterfeiting patents, and the crime of selling infringing reproductions.

Take the crime of illegally manufacturing and/or selling illegally manufactured registered trademark signs as an example. Pursuant to Article 6 of the Interpretation, the thresholds for triggering criminal prosecution and conviction have been adjusted as follows: the quantity of illegal trademark signs is reduced from 20,000 pieces to 10,000 pieces; the amount of illegal

gains is cut from RMB 30,000 to RMB 20,000; and the illegal business turnover is lowered from RMB 50,000 to RMB 30,000.

## Adding new circumstances for criminal conviction

The 11th Amendment to the Criminal Law of the People's Republic of China revised the conviction rules for the crime of selling goods bearing counterfeit registered trademarks, the crime of selling infringing reproductions, and the crime of infringing on trade secrets. In response to judicial practice needs, the Interpretation adds new circumstances that trigger criminal conviction for relevant IPR crimes. For instance, it stipulates that the sales amount, the value of in-stock goods, and the quantity of sold infringing reproductions shall all serve

as conviction criteria for the crime of selling infringing reproductions.

To impose severe legal penalties on repeated and long-term IPR infringement in accordance with the law, the Interpretation also lowers the quantitative conviction thresholds for recidivist infringement acts—namely, acts of committing IPR infringement again within two years of being subject to criminal punishment or administrative penalties. For such recidivist IPR criminal offenses, the threshold amount (e.g., illegal gains or illegal business turnover) for criminal prosecution shall be reduced by approximately 30% to 50%.

### Stipulating provisions on aggravated punishment

The Interpretation sets out specific provisions on aggravated punishment, with a focus on cracking down on IPR infringement acts that are highly harmful to society and committed with malicious intent. Such acts include engaging in IPR infringement as a professional activity, counterfeiting registered trademarks for special commodities and services during special periods (e.g., public health emergencies or natural disasters), and refusing to hand over illegal gains without showing any remorse. These provisions give full play to the deterrent effect of criminal punishment and its preventive function against IPR crimes.

### Raising the upper limit of fine penalties

IPR crimes undermine the legal environment and market order that are foundational to investment and industrial development. The Chinese government attaches great importance to imposing fine penalties on IPR infringers. The Interpretation amends the original provision that "the amount of the fine shall generally be set at one to five times the amount of illegal gains" to "one to ten times the amount of illegal gains", thereby raising the upper limit for the application of fine penalties for IPR crimes.

### Defining identical goods/services and identical trademarks

The Interpretation clarifies the criteria for determining "identical goods and services" in the context of the crime of counterfeiting a registered trademark. In cases where the designated names of the goods are different, a comprehensive assessment shall be made from the perspective of the general perception of the relevant public, based on such factors as the functions, purposes, main raw materials, target consumers and sales channels of the goods. The Nice Classification for Goods and Services and the Classification of Similar Goods and Services (issued by the China National Intellectual



Property Administration, CNIPA for short) serve as reference for determining whether goods fall into the category of identical goods. The perspective of the relevant public and the assessment factors adopted here are substantially consistent with the civil judicial standards for determining identical goods in trademark infringement cases. For example, if the approved goods for the right holder's registered trademark are "fertilizers" and the infringing goods are "organic fertilizers", "fertilizers" and "organic fertilizers" may be found to be identical goods based on the general perception of the relevant public and in combination with the aforementioned assessment factors.

As for the determination of identical services, the Interpretation mainly draws on the Judicial Interpretation of the Supreme People's Court on Several



Issues Concerning the Application of Law in the Trial of Civil Trademark Dispute Cases, the Trademark Infringement Judgment Criteria issued by the CNIPA, and established judicial practices. It stipulates that a comprehensive judgment shall be made based on the purpose, content, mode, target audience and venue of the services in question.

Identical trademarks under criminal protection refer to trademarks that are either exactly identical or substantially identical to the registered trademark. The determination of substantially identical trademarks has long been a difficult issue in judicial practice. The Interpretation clarifies the criteria for identifying such trademarks, which is limited to situations where there are only minor differences between the counterfeit trademark sign and the registered trademark. Examples

of such minor differences include changes to the case or spacing of the text in a word mark, or only slight variations in a graphic mark. In judicial practice, it is common for infringers to add elements such as prefixes or suffixes to a registered trademark. In such cases, the principle of stringent determination must be applied. A finding of "substantial identity" may only be made if the added elements are limited to words lacking distinctiveness (e.g., the generic names or models of the goods) and do not impair the distinctive character of the registered trademark.

In civil trademark cases, the isolated observation method is generally used to determine whether trademarks are identical or similar, which means the trademarks are observed separately at different times and locations. By contrast, the standard for identifying

identical trademarks in criminal cases is more stringent: the side-by-side comparison method must be adopted, which requires the trademarks to be examined and compared together in the same context.

## Conclusion

The issuance of this landmark Interpretation has established a systematic and updated legal framework for combating IPR crimes in China. It unifies the relevant legal standards for adjudicating and prosecuting IPR-related criminal cases, facilitates the efficient and standardized handling of such cases by judicial and prosecutorial organs, and ultimately forges a more robust and sounder legal environment for innovation and creative activities in the country.

# China's amended Anti-Unfair Competition Law: key updates and implications for overseas companies

By Hongxia Wu

As China's foundational legal regime for promoting fair competition, regulating market order, and safeguarding the healthy operation of the market economy, the Anti-Unfair Competition Law has a history spanning more than three decades since its 1993 enactment. It has been amended twice, in 2017 and 2019, with a third amendment completed by the Standing Committee of the National People's Congress. On June 27 2025, the amended Anti-Unfair Competition Law (the Law) was promulgated, and it took effect on October 15 2025.

The amendments respond to new developments in the internet industry, directly addressing emerging situations and issues related to online unfair competition, and further improving the rules governing fair competition in the digital and platform-driven economy.

## Key updates

The main contents and key highlights of the amendments to the law are as follows.

- Acts of confusion (Article 7):
- Unauthorised use of influential "new media account names, applications names or icons" may constitute acts of confusion;
- Unauthorised use, as enterprise names, of others' registered trademarks or well-known unregistered trademarks may constitute acts of confusion; and
- Unauthorised use, as search keywords, of others' product names, enterprise names (including abbreviations and trade names), registered trademarks, and well-

known unregistered trademarks may constitute acts of confusion.

- Assisting others in committing acts of confusion (articles 7, 23):
- Business operators shall not assist others in implementing acts of confusion; and
- Business operators that assist others in implementing acts of confusion are subject to administrative penalties, including confiscation of illegal goods, fines, and revocation of business licence.
- Online unfair competition acts (articles 13, 29):
- Business operators shall not utilise data, algorithms, techniques, platform rules, etc. for unfair competition;
- Business operators shall not



unlawfully acquire or use data through fraud, coercion, circumvention, or destruction of technical measures;

- Business operators shall not abuse platform rules by directly or indirectly instructing others to engage in false transactions, fake reviews, malicious returns, etc.; and
- The upper limit of fines is increased from CNY 3 million to CNY 5 million as administrative penalties on business operators that commit online unfair competition acts.
- Platform responsibilities (articles 14, 21, 30):

- Platform operators are subject to administrative penalties, including fines of up to CNY 2 million for forcing or indirectly forcing on-platform business operators to sell goods at below-cost prices, thereby disrupting market order;
- Enhances the obligations for platform operators to regulate unfair competition within platforms, including establishing fair competition rules, mechanisms for reporting and resolving disputes, and guiding business operators to abide by laws; and
- Specifies that where platform operators discover unfair competition acts within their platform, they

shall take necessary legal disposal measures, keep relevant records, and report to supervisory authorities at or above the county level of the business operator's location.

- Commercial bribery (articles 8, 24):
  - Adds provisions prohibiting entities and individuals from accepting bribes, clarifying the bilateral prohibition on offering and accepting bribes;
  - Introduces personal accountability for commercial bribery, expanding liability to the legal representatives, senior managers, and individuals with direct responsibility for business operators; and
  - Increases the penalty cap for commercial bribery from CNY 3 million to CNY 5 million.
- False advertising (articles 9, 25):
  - Expands the scope of false advertising targets from "consumers" to "consumers and other operators";
  - Prohibits operators from assisting others in committing false advertising through "false reviews"; and
  - Removes the lower limit of the fine for false advertising (previously CNY 200,000).
- Commercial defamation (Article 12):
  - Prohibits operators from directing others to engage in commercial defamation; and

- Expands the scope of commercial defamation targets from “competitors” to “other operators”.

- Extraterritorial application (Article 40):

- Where an unfair competition act is committed outside the territory of the People’s Republic of China but disrupts the domestic market order or harms the legitimate rights and interests of domestic business operators or consumers, it shall be handled in accordance with this law and relevant laws.

### Key implications for overseas companies operating in China

#### Strengthened platform governance and accountability

Specifically, platforms are prohibited from forcing or indirectly forcing on-platform business operators to sell goods at below-cost prices, thereby disrupting market order. In addition, platforms are required to establish mechanisms for reporting and resolving disputes. Companies can file complaints through these

platform mechanisms to resolve unfair competition issues effectively.

#### Protection against misuse of intellectual property as search keywords

Companies can pursue legal responsibility if others use their own trademarks or corporate names as search keywords to free-ride their reputation and mislead consumers, provided that the use may cause confusion regarding the source of goods or lead to false associations. The amendment clarifies rules on improper search keyword use, enhancing enforcement predictability and clarity.

#### New safeguards against directed commercial defamation

The prohibition on “directing others” to commit commercial defamation covers practices such as hiring third parties to publish negative information, organising reputation-damaging public opinion campaigns, or covert competitive advertising by promotion agencies, multi-channel networks, or influencers. Companies can rely on the law to protect their legitimate rights and interests against such conduct.

# Beyond 'Hepburn Time': Navigating China's clear legal boundaries for celebrity name and image use

By Aimin Huo

## The case of the "Angel's Hepburn Time" restaurant

The iconic actress Audrey Hepburn passed away in 1993. A Chinese restaurant named "Angel's Hepburn Time" thought it had found a clever way to evoke an aura of timeless elegance. Founded in 2004, it used Audrey Hepburn's name and images across its storefront, official website, and social media for commercial promotion from 2014 onwards.

They landed themselves in legal quagmire. In a landmark ruling, Chinese courts sided with Hepburn's son, Luca Dotti, ordering the restaurant to immediately stop using the name "Audrey Hepburn," issue a public apology, and pay 200,000 RMB in compensation.

Hepburn's son sued the restaurant for injunction and compensation. The restaurant contended that Hepburn passed away many years ago, and her

personality rights have thus lapsed. Her son does not possess the legal standing to claim such rights. The use of the term "Hepburn" constitutes legitimate use and does not amount to tarnishment. Moreover, they voluntarily ceased using the portrait of Hepburn during the litigation and should therefore not be held liable for compensation.

The court reasoned that the name "Hepburn" had formed a stable, unique

correspondence with the actress in the minds of the Chinese public. Its commercial use, without authorization, misled consumers into believing a specific connection existed, thus infringing upon the posthumous personality interests of the deceased celebrity.

This case is a clear signal of China's strengthening legal framework for protecting personality rights and combating unfair competition.



## Posthumous rights and the "right of publicity" in Civil Code

The ruling in the Hepburn case is firmly grounded in China's Civil Code, which came into effect in 2021.

- Article 994 is the cornerstone: It explicitly states that the name, portrait, reputation, honor, privacy, and remains of the deceased are protected by law. When these are infringed upon, the spouse, children, and parents of the deceased have the right to request the infringer bear civil liability.
- Standing to Sue: The right to protect these interests is granted to close relatives. As one legal analysis notes, this is similar to an inheritance relationship, where the closest relatives "inherit" the right to safeguard these interests. However, this right is not perpetual; it generally does not extend indefinitely to all descendants to prevent impossible litigation scenarios, such as those involving figures like Confucius.
- From Personality to Property: While the personality rights themselves cannot be inherited, the economic benefits (property interests) derived from them can be enjoyed by the successors. In the Hepburn case, the court recognized that her name and image held significant commercial value, which her son, as a close relative, was entitled to protect.

## The expanding scope of protection: from silhouettes to AI voices

Chinese judicial practice demonstrates that protection extends beyond the literal, unauthorized use of a name, image or likeness. The key legal test is identifiability.

- Recognizable Silhouettes: In a case involving a famous entertainer, a company used a processed silhouette of the celebrity in a promotional article with suggestive text. The court held that even though facial features were obscured, the silhouette's contour and hairstyle, combined with highly suggestive textual clues, allowed the public to identify the individual. This was sufficient to constitute a portrait right infringement.
- AI-Generated Voices and "Deepfakes": With emerging technologies, Chinese courts are applying the same principles. In a typical case released by the Supreme People's Court, companies were held liable for using AI to synthesize and commercialize a voice actor's voice without permission. Similarly, a software company that used a person's portrait in an AI "face-swap" application for paying members was found to have infringed portrait rights.

## The unfair competition and trademark dimension: "free-riding" and brand confusion

Using a celebrity's identity often

intersects with unfair competition and trademark law, aimed at preventing consumer confusion and protecting honest business practices.

- The Anti-Unfair Competition Law (AUCL): Revised in 2025, the AUCL prohibits unauthorized use of another's name (including abbreviations, trade names, etc.) or personal name (including pen name, stage name, online pseudonym, translated name, etc.) with a certain influence, likely to result in confusion with another's goods or association with that other party. Admittedly, Audrey Hepburn's Chinese name qualifies.
- Parallels with Trademark and Brand Protection: The PRC Trademark Law bars registration and/or use of personal name and images as trademark if they fall under any of the following circumstances:
  - A. Infringing upon prior rights including name and image as personality rights etc.;
  - B. Being deceptive and likely to mislead the public regarding the source of goods or services;
  - C. Being detrimental to socialist morals or customs, or having other adverse effects

## Stay clear of infringement

To mitigate legal risks, businesses operating in or with China should adopt the following compliance strategies:

| Risk Area                 | Common Pitfalls                                                                             | Proactive Measure                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Marketing and Advertising | Using a celebrity's photo, silhouette, or distinct style to imply endorsement.              | Implement a creative clearance process to screen for unintended identifiability.                      |
| Naming and Branding       | Choosing a name or slogan that alludes to a famous person (e.g., "Hepburn"-style elegance). | Conduct a "personality rights" clearance alongside trademark searches during brand development.       |
| Technology and AI         | Using AI to clone a voice for an ad or incorporating faces into a "style transfer" filter.  | Establish clear procurement and development guidelines requiring verifiable rights clearance.         |
| Licensing and Partnership | Relying on verbal agreements or assumptions about the scope of a license.                   | Ensure all licensing contracts with agents explicitly define the scope, duration, and mediums of use. |

▪ **Conduct Thorough Due Diligence:** Before launching a campaign, brand, or product name, conduct searches beyond just trademarks. Consider whether any element—a name, a stylized image, a silhouette—could be identified with a specific living or deceased celebrity, domestic or international.

▪ **Secure Explicit, Written Authorization:** Always obtain licenses from verified rightsholders. For deceased celebrities, identify the legitimate rights-inheriting relatives or the estate management entity. Do not assume that lack of response or historical inaction implies consent.

▪ **Respect the Line Between Tribute and Exploitation:** Using a celebrity's name or image in a non-commercial, artistic, or editorial context may have different legal considerations (potentially falling under fair use, or reasonable use). However, any direct or suggestive commercial use is high-risk without permission.

▪ **Be Cautious with New Technologies:** Exercise caution when using AI tools to generate voices, images, or videos. Ensure the training data and outputs do not appropriate the identifiable features of real individuals without consent.

▪ **Monitor the Legal Environment:** Stay

informed about updates in Chinese judicial interpretations and guiding and typical cases released by the courts in China and particularly the Supreme People's Court, as they provide the best guidance on how laws are applied in practice.

The Audrey Hepburn legend lingers on

The Audrey Hepburn case is a powerful reminder that in China, the commercial value and dignity associated with a person's identity do not simply vanish. They are protected by a robust and expanding legal system encompassing the Civil Code, the Anti-Unfair Competition Law, the Trademark Law and a proactive judiciary.

For the business community, the message is clear: strategic brand building must replace opportunistic "free-riding." In today's China, investing in original creativity and securing proper licenses is not merely a legal formality but a critical component of sustainable and reputable market operations. The risks of infringement—financial penalties, injunctions, reputational damage, and costly litigation—far outweigh any short-term gains from unauthorized association.

Licensing or co-branding should be considered as solutions for the rightsholders and businesses to enter into a win-win collaboration, expanding and growing business together for mutual benefits.

# Case Highlights from Recent Trademark Prosecution and Litigations Handled by CCPIT in 2025

## Topic 1: Application of Article 44(i) of Trademark Law to Combat Bad-Faith Registration:

### Cracking Down on Bad-Faith Registrations – Leveraging Article 44(i)

Article 44(i) of the Trademark Law is primarily used to combat bad-faith registrations and hoarding that disrupt the trademark registration order. Key elements typically include: the registrant's bad faith, such as copying famous marks, hoarding marks without genuine intent to use. In practice, this provision may also apply to marks obtained through assignment, if a connection or common intent can be shown between the original registrant and the assignee. Bad faith may be established based on conduct occurring after the filing date, and even a small number of registrations can be invalidated if the use of the marks demonstrates clear bad faith.

#### Case 1: Bad Faith of the Original Registrant is Considered for Marks Obtained Through Assignment

**Facts:** The disputed trademark "MOZART and design" was originally registered by Beijing Weierge Medical Equipment Co., Ltd., and later assigned to its affiliate, Beethoven Company. The difficulty lies in establishing the improper registration of an assigned mark. The counsel focused on proving the relationship between the original and current registrants, their close commercial ties, and their practice of registering names of well-known foreign

musicians. The court ultimately found that the marks, including several related to famous musicians, were filed in bulk by the original registrant and assigned to an affiliate, and that both parties lacked good faith, thus constituting "acquisition of registration by other improper means" under Article 44(i).

**Applicable Law:** Article 44(i) of the Trademark Law

**Key Takeaways:** In cases involving marks went through assignment, establishing improper registration is challenging. By proving the relationship between the original and current registrants, the bad faith of both parties can be established, and the mark can be invalidated under Article 44(i).

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#### Case 2: Bad-Faith Demonstrating in Use as a Consideration

**Facts:** This case is a typical case in trademark administrative disputes concerning the determination of "registration by other improper means." After being sanctioned by the administrative authority for trademark infringement and promising to cease such activities, the registrant and its affiliates continued to file a large number of famous marks and engaged in infringement. The court found that they had a clear intent to copy and imitate famous marks, constituting "other improper means" under Article 44(i) of the Trademark Law.

**Applicable Law:** Article 44(i) of the Trademark Law

**Key Takeaways:** This case demonstrates that post-registration conduct, including continued bad-faith filings

and infringements in actual use, can be used to establish a pattern of improper conduct under Article 44(i).

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### Case 3: Bad-Faith Hoarding

**Facts:** The applicant had no prior applications or use of its mark "OCUCAJE" in China, and all evidence submitted was from outside China. The defendant had copied multiple marks with limited local fame. The CNIPA nevertheless invalidated the mark, holding that the applicant is one of Peru's oldest distilleries with high reputation, and the defendant had repeatedly applied for marks identical or similar to Peruvian brands without explanation, demonstrating clear intent to copy or imitate, thus violating the principle of good faith and disrupting the registration order.

**Applicable Law:** Article 44(i) of the Trademark Law

**Key Takeaways:** The involvement of a foreign embassy was key. The counsel assisted the Peruvian embassy in issuing a diplomatic note detailing the applicant's history and reputation, which was partly adopted by the CNIPA. AI tools were also used to efficiently translate a large volume of foreign-language evidence, reducing costs while ensuring quality.

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### Case 4: Bad Faith Considered for Marks Registered Over 5 Years with Small Mark Portfolio

**Facts:** The disputed party's "HIDSHI" mark had been registered for over five years. The similarity was not high, and the disputed party only owns six marks, not suggesting large-scale hoarding. The counsel submitted evidence of the cited mark's reputation and focused on bad faith: all of the disputed party's marks were related to the "Hettich" series; some incorporated the slant line design of the plaintiff's mark; the disputed party was located in a region known as "China's Home Hardware Capital"; its legal representative's other company used the plaintiff's Chinese mark in its corporate name; and its products displayed marks in a manner highly similar to the plaintiff's. The court found this constituted bad faith under Article 44(i).

**Applicable Law:** Article 44(i) of the Trademark Law

**Key Takeaways:** This case broadens the scope of bad faith invalidation under Article 44(i). Despite the mark being registered for over five years, having low similarity, and a small portfolio, multi-dimensional evidence of bad faith led to invalidation.

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### Case 5: Bad Faith Determination – Change in Applicant's Filing Activity as New Facts

**Facts:** The applicant was Manchester United. A prior invalidation action against the same mark failed, even after retrial. After the new Trademark Law took effect, a second invalidation was filed through an affiliate. Key arguments included: (1) the second invalidation was filed by a different entity; (2) the defendant's number of trademark applications had increased since the first action, constituting a new fact; and (3) a new CNIPA decision confirming the defendant's bad faith also constituted a new fact.

**Applicable Law:** Article 44(i) of the Trademark Law

**Key Takeaways:** The Beijing High Court explicitly ruled that trademark applications filed after the filing date of the disputed mark can constitute new facts. Accordingly, a second invalidation petition may be filed based on new facts under Article 44(i).

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### Case 6: Aggregate Trademarks of Shareholder Owned Companies Constitute Bad Faith Hoarding

**Facts:** The applicant was a UK company. Investigation revealed that its director also served as director of 81 other UK companies, 61 of which had filed trademark applications, totaling over 1,800 marks. After the opposition was filed, the director resigned from many companies, but it was too late. The CNIPA ultimately found bad faith.

**Applicable Law:** Legislative intent of Article 44(i) (opposition proceeding)

**Key Takeaways:** Even for foreign applicants, a thorough investigation should be conducted, including into directors and shareholders, to uncover bad faith.

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### Case 7: Silhouette of a Famous Athlete's Signature Move – Legislative Intent of Article 44

**Facts:** The opposed mark was a silhouette of Roger Federer's single-handed backhand. The opponent also applied for "ONE ROGER," which fully contained Federer's English name. Although the opponent owned only 10 marks, and aside from those targeting Federer, only "CHOCH" suspected of copying COACH. The CNIPA found the silhouette highly similar to Federer's actual action shot. The opponent failed to explain the origin or intent. Relying on the legislative intent of Article 44, the CNIPA refused both marks.

**Applicable Law:** Legislative intent of Article 44 (opposition proceeding)

**Key Takeaways:** Bad faith can be established even with a small portfolio. Key evidence included comparative images and the fact that the opponent also applied for a mark containing the athlete's name.

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### Topic 2: Well-Known Trademark Protection – Establishing Bad Faith in Invalidation Actions Against Marks Registered Over 5 Years Against Well-Known Mark Infringement – Proving Bad Faith for Marks Registered Over Five Years

Article 13 of the Trademark Law prohibits the reproduction, imitation, or translation of a well-known mark. For invalidation actions filed more than five years after registration, the registrant's bad faith must be proven. Courts typically consider: whether the applicant is a competitor; whether it should have been aware of the well-known mark's reputation and distinctiveness; and whether it can provide a reasonable explanation for the mark's composition. Bad faith is often found where a competitor incorporates a highly distinctive and reputed mark without justification.

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### Case 1: Bad Faith Finding for Mark Registered Over Five Years Imitating a Well-Known Mark

**Facts:** Representing Exxon Mobil, The counsel sought

invalidation of "曼宝美孚特" (Manbao Mei Fu Te) (Class 4), registered for over five years, arguing it imitated the well-known marks "美孚" (MEI FU) and "MOBIL." After an unfavorable CNIPA decision, the case proceeded to court. The Beijing IP Court found "美孚" was well-known in lubricants before the filing date of the disputed mark, which fully contained "美孚." Regarding bad faith, the court noted that the applicant's individual business license indicated it was engaged in lubricant sales, and the applicant failed to explain why the mark contained "美孚." As a competitor, the applicant had a duty to avoid known marks, and its use of a coined, highly reputed mark evidenced intent to free-ride.

**Applicable Law:** Article 13 of the Trademark Law

**Key Takeaways:** This case illustrates how to prove bad faith in a five-year invalidation action. The applicant's status as a competitor was established through its business license, which was key to finding bad faith.

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### Topic 3: Geographic Names Acquiring Distinctiveness (Second Meaning)

#### When Geography Becomes a Brand – Acquiring Second Meaning Under Article 10(ii)

Article 10(ii) of the Trademark Law prohibits registration of geographic names unless they have acquired distinctiveness (second meaning) or are part of a collective or certification mark. To overcome a refusal, the applicant must prove through long-term, extensive, and genuine use that the mark has come to uniquely identify the applicant's goods or services and that consumers perceive it as a source indicator rather than a place name. Evidence such as National Library search reports, media coverage, and market data is highly persuasive.

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### Case 1: Refusal Reversal – Geographic Name Acquired Distinctiveness

**Facts:** The mark contained the foreign geographic name "Florence" combined with "Football Club," applied for Class 25 (clothing) rather than Class 41 (sports services). The counsel proactively aligned the applicant's Chinese



name with the mark to strengthen the connection. In the refusal review, The counsel argued both that the mark had acquired distinctiveness stronger than its geographic meaning and that it truthfully indicated the applicant's location without misleading the public. A National Library search report was submitted to show the established connection. The CNIPA accepted both arguments and approved the mark.

**Applicable Law:** Article 10(ii) of the Trademark Law

**Key Takeaways:** This case provides a precedent for overcoming a geographic name refusal for a football club name, demonstrating the value of a National Library search report and tailored evidence to establish second meaning.

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#### Topic 4: Overcoming a Deceptiveness Refusal (Article 10(i)(7))

##### Turning "Deceptiveness" on Its Head – Overcoming a Refusal Under Article 10(i)(7)

Article 10(i)(7) prohibits registration of marks that are deceptive and likely to mislead the public. Overcoming such a refusal is difficult. Applicants typically argue that the mark as a whole does not directly describe quality or characteristics, or that even if it contains words like

"FIRST," the overall mark (e.g., combined with a well-known brand) creates a non-descriptive, suggestive, or arbitrary impression that does not mislead the public. Evidence of consistent examination standards (e.g., other registered marks with similar elements) and actual use without resulting confusion can also be persuasive.

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#### Case 1: Refusal Reversal – Deceptiveness

**Facts:** The mark contained "FIRST," and the CNIPA found it likely to mislead consumers regarding quality or characteristics. The counsel argued the mark's overall concept, "My First De Beers", emphasized that "DE BEERS" was widely registered and had been recognized as well-known. The counsel also cited numerous registered marks containing "MY FIRST" and argued no actual misdirection had occurred. The CNIPA ultimately approved the mark.

**Applicable Law:** Article 10(i)(7) of the Trademark Law

**Key Takeaways:** Overcoming this absolute ground is difficult, even with evidence of extensive use. Success not only secures registration but also eliminates potential legal risks in using the mark.

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### Topic 5: Non-Use Cancellation – Minor Variations Do Not Alter Distinctiveness

#### Tolerance on Minor Changes on Mark in Use in Non-Use Cancellations

Under Article 49 of the Trademark Law, a mark may be cancelled for non-use for three consecutive years. In cancellation review proceedings, use of a mark in a form that does not alter its distinctive character may be deemed valid use. Minor variations, such as differences in font (e.g., simplified vs. traditional Chinese), capitalization, or graphic proportions, are generally considered non-material.

#### Case 1: Non-Use Cancellation Review – Minor Variation Sufficient to Maintain Registration

**Facts:** The client's core mark "紅牛 RED BULL and design" was challenged for non-use. The CNIPA maintained the registration for "non-alcoholic beverages" in a cancellation review. The key issue was whether use of the simplified Chinese "红牛" constituted use of the registered traditional Chinese mark. The counsel submitted extensive evidence of use of the simplified mark, judicial precedents, and an expert opinion demonstrating the marks shared the same distinctive character. The CNIPA found the marks were identical in call, meaning, and appearance, and the difference in font did not alter distinctiveness, thus the use of the simplified form constituted valid use.

**Applicable Law:** Article 49 of the Trademark Law

**Key Takeaways:** This case establishes that traditional and simplified Chinese characters are considered equivalent where their distinctive character is the same.

### Topic 6: Proving Use of a Service Mark

#### Proving Service Mark Use in the Digital Era – A Practical Framework

For service marks, use in the digital age may be established through authorized use on online platforms where services are provided in a genuine, public, and

scaled manner. Key evidence includes platform licenses, user feedback, and data showing substantial reach. The services must fall within the registered scope, and the platform must hold appropriate operating permits.

#### Case 1: Proving Use of a Service Mark in Non-Use Cancellation Proceedings

**Facts:** The registrant, NOT US LIMITED, an affiliate of the band U2, faced a non-use cancellation for the mark "U2" in Class 41 for "entertainment services; live performances." The counsel submitted evidence of genuine use in China during the specified period: an authorization from the registrant to Universal Music Group for exclusive global (including China) representation of U2's music reproduction, distribution, streaming, and promotion; a declaration from Universal's subsidiary



showing approximately 42 million plays/downloads of U2's works on platforms like NetEase Cloud Music and QQ Music; and screenshots of U2's song listings, album information, and user comments on those platforms. The counsel argued that online streaming and downloads are core methods of music consumption, directly serving public entertainment, and that the platforms hold "Network Culture Operation Permits," categorizing their services as entertainment. Thus, use of the "U2" mark on major digital platforms constituted genuine, public use within the scope of the registered services.

**Applicable Law:** Article 49 of the Trademark Law

**Key Takeaways:** This case provides a clear framework for establishing service mark use in the digital era: a complete chain of authorization, platform attributes matching the services, and a substantial user base for online dissemination constitute effective use.

### Topic 7: Using the Deceptiveness Provision (Article 10(i)(7)) to Combat Bad-Faith Registration

#### Deceptiveness as a Shield – Using Article 10(i)(7) Against Bad-Faith Registrations

Article 10 (i) (7) is not limited to trademark application examination; it can also be used in oppositions and invalidation actions as an absolute ground to combat bad-faith registration. This provision applies where a mark contains the name of a deceased celebrity, a famous place, or other culturally significant term, and its use on designated goods or services would mislead the public into believing there is a connection with that person or place. Key elements: the person or place is well-known to the relevant public; the mark creates a unique or strong association with that person or place; and there is no factual basis for such a connection. This ground is particularly useful for heirs of deceased foreign celebrities who lack prior trademark rights, as it does not require proof of use or reputation.

#### Case 1: Using the Deceptiveness Provision to Protect Names of Deceased Celebrities

**Facts:** The disputed mark consisted of "Monet Garden". Monet is a famous French painter, a founder of Impressionism, and his garden is well-known in China. When used on marble sculptures and other goods, the CNIPA found the mark would likely mislead consumers into believing there is a connection with Monet, affecting their purchasing decisions. Thus, the registration violated Article 10(i)(7).

**Applicable Law:** Article 10(i)(7) of the Trademark Law

**Key Takeaways:** This was the first time a Chinese court formally recognized the reputation of Monet in China and protected his interests under the absolute ground of Article 10(i)(7). It provides an important avenue for protecting the rights of deceased foreign celebrities where heirs may lack prior trademark rights or commercial use in China.



### Topic 8: Combating Intellectual Property Infringement by Filing Administrative or Criminal Complaint with Chinese Law Enforcement Authorities, and make the infringer bear severe criminal liability

Utilizing administrative and criminal enforcement measures by facilitating and assisting in such processes is an effective way to combat malicious intellectual property infringement. In intellectual property infringement cases where the infringer manufactures and sells the counterfeit products, exhibits obvious subjective malice and the illegal business turnover is substantial, the right holder can make the infringer be punished severely by filing complaint to Chinese local administrative authorities, including Public Security Bureau, and collecting evidence to support their legal action. The criminal prosecution ultimately achieved can significantly enhance the effectiveness and deterrent impact against intellectual property infringement.

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#### Case 1: Protecting Trademark Rights Through Criminal Prosecution Procedures

**Facts:** Since 2022, the defendant/infringer in this case, LI XX, through his registered company, used the client's "RC" registered trademark on golf equipment, including the golf clubs, without authorization. Upon discovering the infringement, our attorney collected and preserved evidence of the infringement, including the information in the infringer's company website that they had sold the RC brand golf clubs with high quantities and amount of value. Based on the evidence obtained, our attorney engaged in repeated communications with the local Administration for Market Regulation ("AMR") and the Public Security Bureau ("PSB") for pursuing the infringer's criminal liability. We finally make the law enforcement authorities take aggressive raid action jointly against the infringer. Following the enforcement action, the relevant authorities confirmed the illegal turnover of counterfeit products seized from the infringer's company is RMB 2,710,580 and determined that the infringer was suspected of the crime of counterfeiting registered trademarks. The case was transferred for prosecution as a criminal case subsequently. During the trial, our attorney submitted a

Victim Statement on behalf of the client, highlighting the substantial amount of illegal gains and the significant social harm caused, and submitted evidence, such as the defendant had already know the existence of the client's "RC" registered trademark, and registered and used a similar trademark in bad faith, to prove subjective malice in the trademark infringement, and requested severe punishment. The court fully adopted our views in Victim Statement that the defendant Li XX is guilty of counterfeiting registered trademarks under circumstances deemed "especially serious". The defendant was sentenced to four years and two months of imprisonment and fined RMB 1,400,000 in the first instance court trial. The judgement came into force after second instance court trial.

**Applicable Law:** Article 213 of the Criminal Law PR China, Article 60 and 67 of the trademark Law PR China

**Key Takeaways:** This case utilized criminal prosecution as the entry point. From the initial stage, evidence was collected to satisfy the standard of "criminal offense," focusing on key elements such as the illegal business turnover and subjective malice, including notarized evidence from the defendant's website. This successfully facilitated a joint enforcement action taken by local AMR and PSB, significantly improving enforcement efficiency. The court determined the illegal business turnover based on the sales amount and the value of seized products, providing a strong precedent for similar cases. The severity of the sentence reflects a high-pressure stance against intellectual property crimes and carries a strong exemplary effect and social deterrence.

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#### Case 2: Stopping Exportation of Trademark Infringing Products Through Customs Recordation of the Trademark with Chinese Customs IP Protection System and Subsequent Customs Legal Action

**Facts:** Our client is the owner of registered "VITAL and Device" trademark which is registered for use on chain hoists and recorded for Protection with Chinese Customs IP Protection System. A Chinese Hoisting Machinery Manufacturing Co., Ltd. in Hebei province filed declaration for exporting 664 pieces of hand chain hoists and 696



pieces of level hoists bearing “VITAL and Device” trademark to IRAN through Tianjin Xin’gang Customs in October 2024, the value of these hoists is RMB 387,873. Customs found these suspect counterfeit goods during their usual inspection of the exporting goods. These hoists were confirmed to be unauthorized counterfeit goods by the trademark registrant finally. Tianjin Customs detained these counterfeit products upon the application we filed and the security we deposited with the Customs Bank. All these counterfeit goods were confiscated and destroyed finally, and a fine of RMB 19400 was imposed upon the exporter. The case was also transferred to Tianjin local Public Security Bureau (“PSB”) for looking into the exporter’s criminal liability of Counterfeit Registered Trademark Crime. In 2025, Tianjin local Customs found, confiscated and destroyed large quantities of counterfeit VITAL chain blocks which were declared for exporting to other foreign countries by more than 10 different exporting companies. Through a series of aggressive legal action taken by Chinese local Customs, the exportations of

the counterfeit VITAL chain blocks have been greatly decreased.

**Applicable Law:** Customs Regulation Governing Protection of Intellectual Property Right in PRC

**Key Takeaways:** Customs recordation of registered trademarks with Chinese Customs IP Protection System is the most effective legal action to stop the exportation of the trademark infringing products through Chinese local Customs. As for the case, we presented an Appreciation Silk Banner to Tianjin Customs, which encouraged them to find many infringing cases about exportation of counterfeit VITAL chain block related products. 4 cases of which were referred to PSB for looking into the exporter’s criminal liability. Such Customs legal action reflects a high-pressure stance against intellectual property infringement and crimes, it also carries a strong exemplary effect and social deterrence, which results in the great decrease of exportation of counterfeit VITAL chain blocks through Chinese Customs.

**Topic 9: Legal Updates: Recent Victories in Trademark Infringement Litigation**

We are pleased to share a selection of successes achieved by our trademark infringement litigation in 2025. These cases highlight our strategic capabilities in navigating complex civil enforcement, overcoming jurisdictional hurdles, and executing dual-track administrative and civil strategies.

**1. Effective Enforcement in Criminal-Civil Coordination  
Case Highlight: Overcoming Procedural Hurdles to Secure Full Compensation**

In a complex civil litigation involving six defendants previously held liable in a closed criminal case, our team successfully navigated significant procedural challenges. With the main defendants criminally detained, organizing a trial presented logistical difficulties.

- **Strategic Action:** We actively coordinated with the judge and prison administration to facilitate service of process at the prison and secured a trial in absentia, ensuring the case proceeded without delay.

- **Outcome:** Following the criminal fines (ranging from RMB 200,000 to 500,000), the civil court ordered each defendant to compensate our client RMB 400,000 in damages.
- **Enforcement:** Despite the defendants' initial non-compliance, our persuasion to initiate enforcement proceedings resulted in the full recovery of the RMB 400,000 award.

**2. Strategic Jurisdiction & Damages Calculation  
Case Highlight: Refuting "Legitimate Use" Defenses in Trademark Infringement**

Representing the plaintiff, we successfully optimized the litigation venue through on-site investigations and the strategic addition of a defendant. The defense argued "legitimate use" based on their own registered trademarks and claimed the damages were excessive.

- **Legal Argument:** We systematically cited Supreme People's Court precedents to dismantle the "legitimate use" defense. Furthermore, to address the difficulty in proving the client's trademark usage, we conducted in-depth investigations to present two robust methods for calculating the defendants' infringement profits.





- Outcome: The court fully accepted our arguments, ruling that the defendants' conduct constituted infringement.
- Result: The first-instance judgment ordered the defendants to jointly pay compensatory damages and reasonable expenses totaling over RMB 600,000.

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### 3. Protection of Well-Known Product Decoration

**Case Highlight:** Jewelry Design Unfair Competition Case

We represented a renowned luxury brand in a significant case involving the protection of product decoration under the Anti-Unfair Competition Law. The court recognized the distinctive design of the plaintiff's jewelry collection as a decoration with a certain influence capable of identifying the source of goods.

- The Verdict: The defendants were found to have jointly engaged in unfair competition.
- Damages & Relief: The court ordered the three defendants to jointly compensate RMB 1 million in economic damages and RMB 100,000 in reasonable expenses. Additionally, the court supported our request for a public announcement by the defendants to mitigate the adverse effects of their infringement.

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### 4. Dual-Track Strategy: Administrative & Civil Victory

#### Case Highlight: Comprehensive Victory Against Bad Faith Registration

This case serves as a prime example of our "dual-track" approach, combining administrative invalidation with civil litigation to protect a client in the sports products industry. The infringer had registered identical trademarks and business names in bad faith, severely constraining our client's business strategy.

- Our Approach: We coordinated parallel proceedings—pursuing trademark invalidation while simultaneously filing for infringement and new trademark applications. This strategy allowed the proceedings to reinforce one another.
- Administrative Win: The CNIPA and courts swiftly invalidated the opposing party's trademark.
- Civil Win: The court ordered the defendants to cease using the infringing marks and held the company and individuals jointly liable for RMB 2 million in damages.
- Asset Preservation: We successfully preserved assets totaling RMB 2.5 million, securing the client's interests.



## Profile

**320+**

Patent Attorneys and Trademark Attorneys

**100+**

Professionals with Lawyer's Qualification

CCPIT PATENT AND TRADEMARK LAW OFFICE, with a history dating back to 1957, is the oldest full-service Chinese intellectual property law firm. We have 320 patent and trademark attorneys, more than 100 of whom have Chinese Lawyer's Qualification or passed bar examination of other jurisdictions. We provide one-stop professional services, including consultation, prosecution, mediation, administrative enforcement and litigation services, in relation to patents, trademarks, copyrights, domain names, trade secrets, unfair competition and other intellectual property-related matters. Headquartered in Beijing, we have branch offices in New York, Tokyo, HongKong, Shanghai, Shenzhen and Wuhan.

OUR MISSION is to render tailored services to clients with high quality, efficiency and reliability. We continuously devote more resources to improvement of reliability and flexibility of our portfolio management system and make every effort to increase the effectiveness of our quality control mechanism. Our attorneys work proactively in teams in response to our client's diverse needs, providing insightful advice and practical solutions.

OUR PROFESSIONALS attend internal academic and experience-sharing activities and various external trainings continuously to keep pace with the rapid development of laws and technologies. Our professionals are also active participants and frequent speakers in domestic and international intellectual property-related conferences and seminars. Our colleagues participate voluntarily in formulation and amendment of related laws and regulations, and intellectual property-related governmental policy making.

OUR CLIENTS represent every sector of industry and commerce, from start-up businesses to multinational giants such as Fortune 500 companies. Through decades of unrelenting efforts, we have successfully assisted our clients from home and abroad in acquiring millions of patent rights and trademark registrations across the globe and in enforcing patents, trademarks and other intellectual property rights in different jurisdictions. With rich legal experience and extensive technical expertise, we are in a position to satisfy our clients' demands in all aspects of intellectual property protection.



## Recognitions

OUR SERVICE QUALITY is widely recognized and highly appreciated by our clients and international associates. In the past decades, we have been ranked highly by *Managing Intellectual Property (MIP)*, *Chambers and Partners*, *The Legal 500*, *Asia Legal Business (ALB)*, *Intellectual Asset Management (IAM)*, *World Trademark Review (WTR)*, *Asia IP*, *China Business Law Journal*, etc.

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"This firm has a very good reputation. It has a competent team, not just a single competent attorney. The practitioners are proactive." — *MIP*

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"The firm has a sizeable intellectual property practice and offers clients a full-service approach. The firm advises clients on both contentious and non-contentious matters relating to trademarks, patents, domain names and more. The firm has a strong international presence with office locations spread across Asia, USA, and Europe." — *The Legal 500*

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