



# Trademark Registration and Administration in China

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# Characteristics

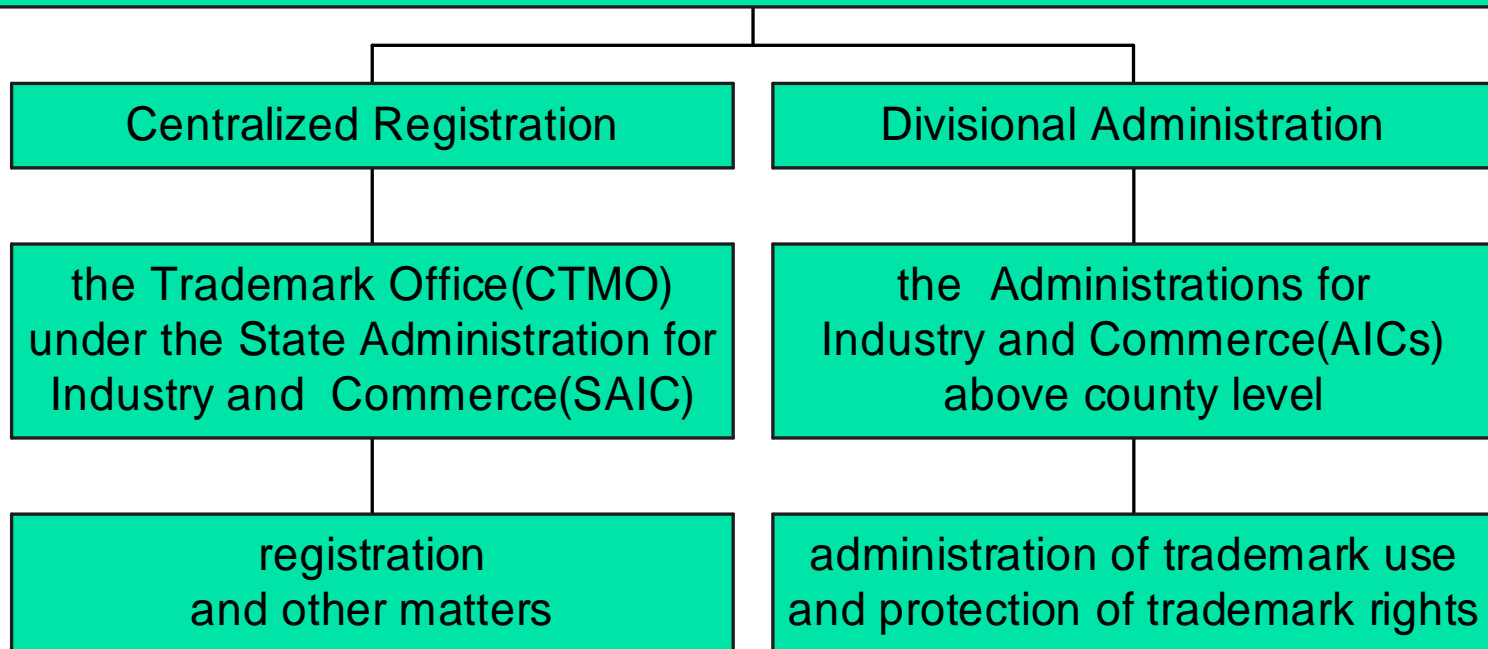
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- Centralized Registration and Divisional Administration
- Double Track Protection Mode

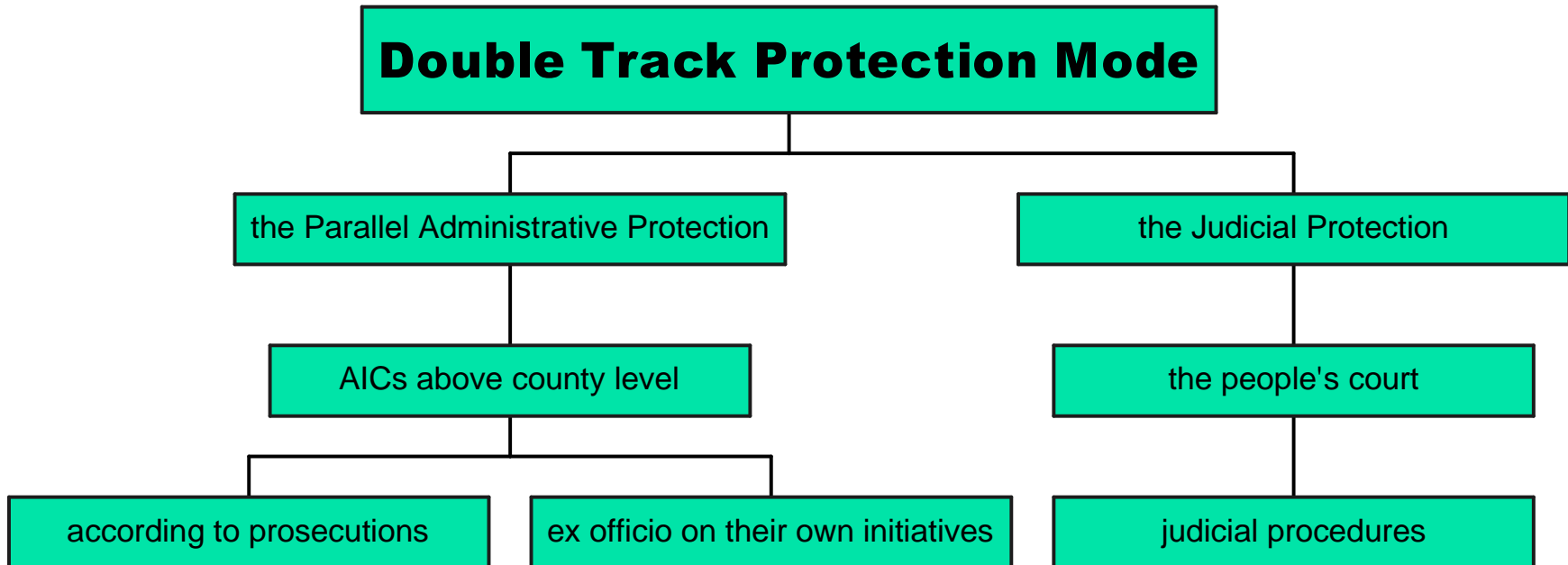


# Characteristic 1

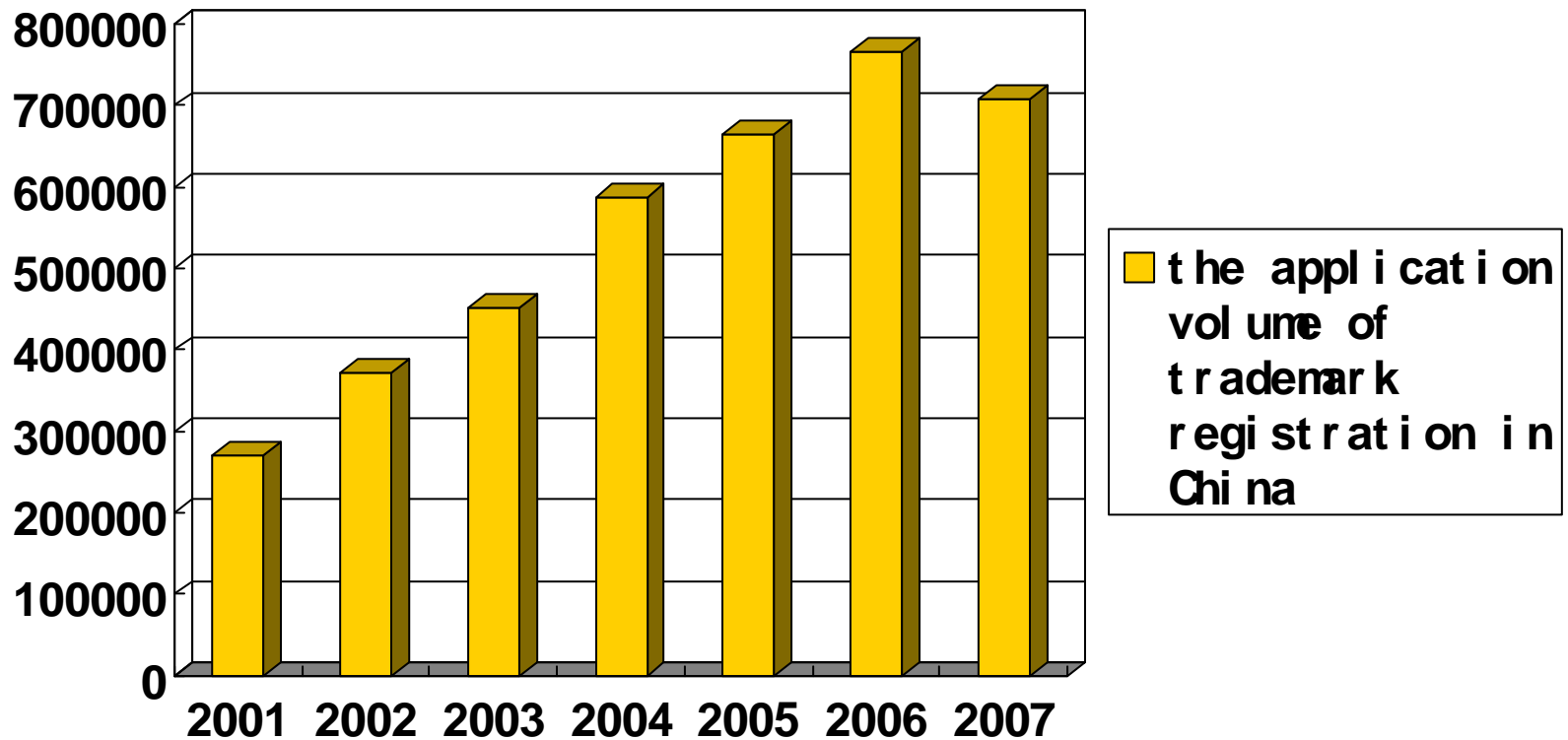
## Centralized Registration and Divisional Administration



# Characteristic 2



# Continuous and rapid growth in trademark applications



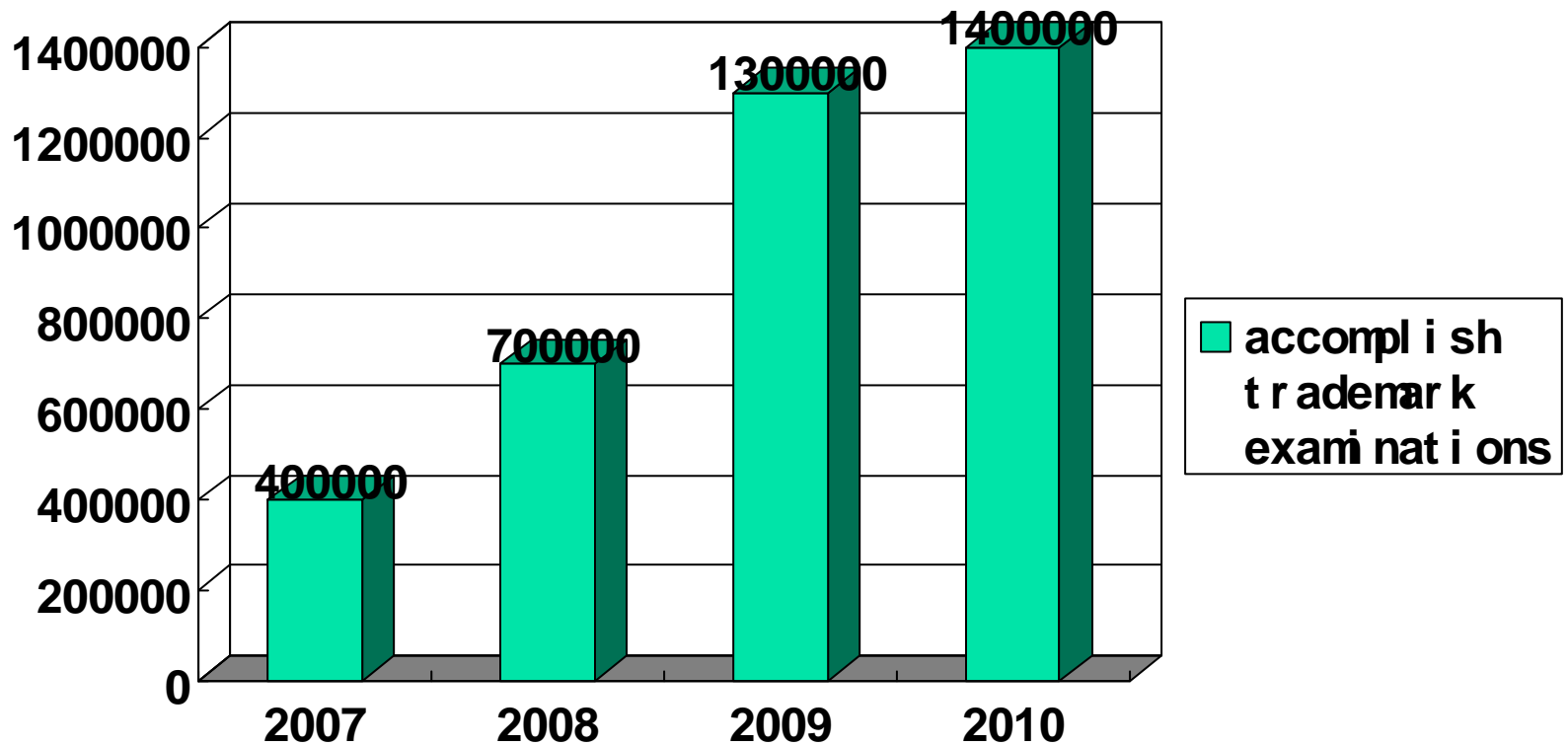


# Existing Problems

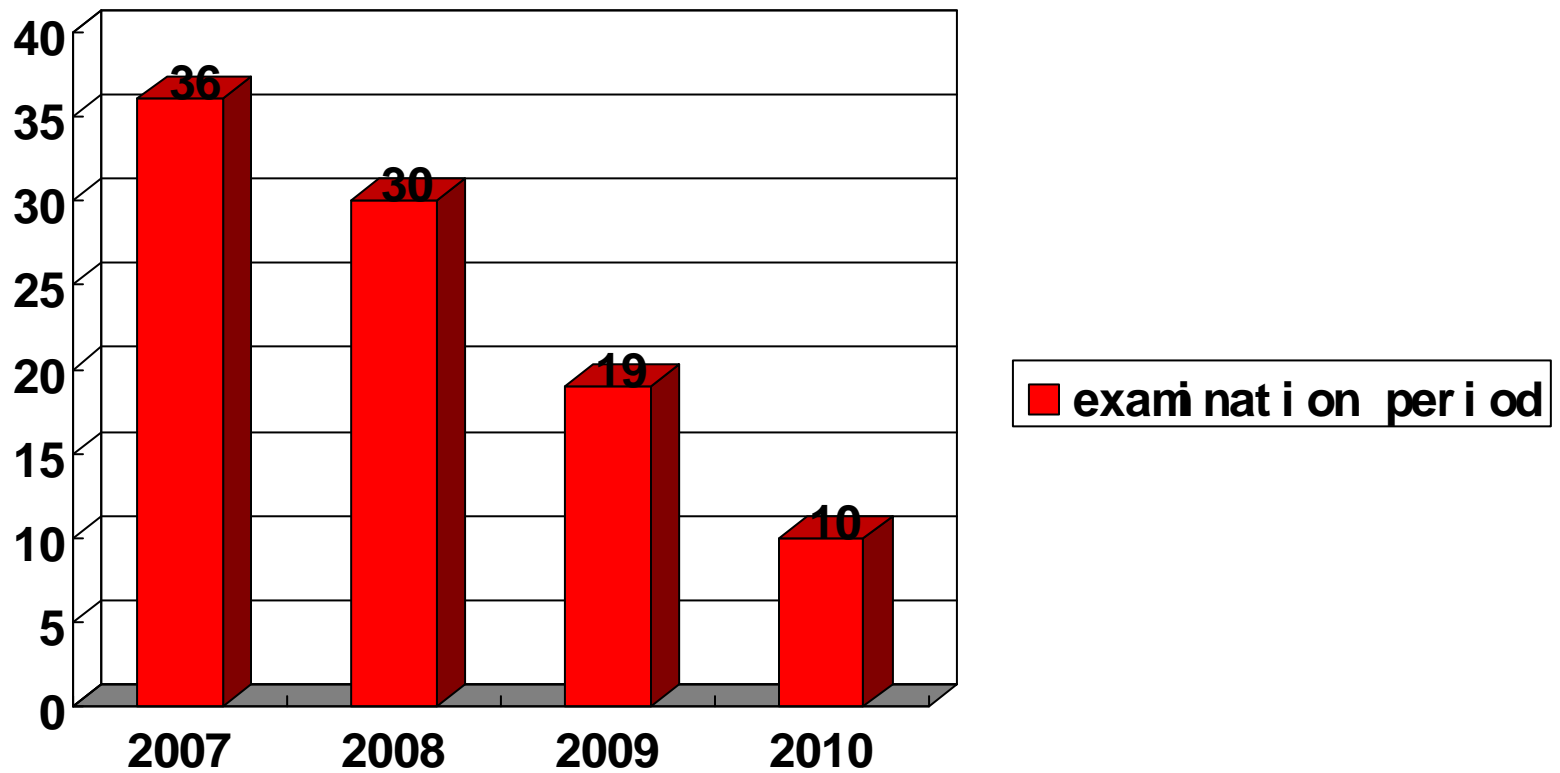
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- The delay in trademark examination and adjudication
- The protracted registration period

# Objective 1



# Objective 2





# Measures

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- Recruit assistants
- Improve performance management
- Accelerate the modification of the *Trademark Law*
- Accelerate the automation



# Measure 1

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- recruit 300 trademark examination assistants
- recruit 100 trademark adjudication assistants



# Measure 2

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- improve performance management
- exert potentials from inside



# Measure 3

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- to simplify the procedure of registration
- to shorten the registration period
- to facilitate applicants
- to regulate operations of trademark agencies
- to strengthen protection of trademarks



# Measure 4

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- on-line gazetting
- on-line inquiry
- on-line application
- on-line charging



Thank you all

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