

THE ACCEPTABLE TYPES OF MARKS AND MEANS OF REPRESENTATION

Country	China
Definition of Trademark	
1. According to the applicable legislation or to the practices of the Office, marks are defined as	
a) Visually perceptible signs	No
b) Signs capable of being represented graphically	No
c) Any sign capable of distinguishing the goods and services of one undertaking from those of another	Yes
2. Signs excluded from registration	
Are any signs excluded from registration as a mark?	Yes
Please, specify:	Motion mark, position mark, scent mark, single color mark, hologram mark and any other non-traditional mark except three-dimensional marks, sound marks and colors combination marks
Acceptable Types of Marks and Means of Representation	
Types of marks	
3. Is the applicant required to specify in the application the type of mark for which registration is requested?	Yes
4. Is a description of the mark [one option only]	b) Optional?
5. When an indication of the type of mark is neither specified nor included in the description, would the Office accept and process the application?	No
One option only:	
Please, specify:	
6. Please, indicate below the types of marks accepted by the Office and, where applicable, the way in which they must be represented:	
a) Word marks	Yes
i. Does the Office require the use of a standard character for the representation of word marks?	No
ii. Where applicable, does the Office require that words be translated into the language used by the Office	Yes
iii. Where applicable, does the Office require that words be transliterated following the phonetics of the language used by the Office	No
Please specify the font to be used to represent a standard character mark:	
b) Figurative marks (device marks)	Yes
Please, specify how they must be represented:	The applicant should submit to the Trademark Office one copy of application for trademark registration and one copy of reproduction of the trademark; if applying for a sign with designated color, one copy of colored reproduction of the trademark and one copy of the black and white design shall be submitted; if applying for the registration of trademark without designated color or colors, the black and white design shall be submitted; The reproduction of a trademark must be clear, easy to be pasted up, printed on smooth and clear durable paper or use photographs as a substitute, and the length and breadth of which shall not more than ten centimeters and not less than five centimeters each.
c) Hologram marks	No
Please, specify how they must be represented:	
d) Three-dimensional marks (shape marks)	Yes
Please, specify how they must be represented	If applying for the registration of a three-dimensional

	sign as a trademark,the applicant shall make a statement in application,explain how to use the trademark,and submit a reproduction including perspectives of at least three different sides of the mark thereof by which the three-dimensional shape can be determined.
i. Product packaging	No
Please, specify how it must be represented:	
ii. Product shape	No
Please, specify how it must be represented:	
e) Color marks	Yes
Please, specify how they must be represented	If applying for the registration of the combination of colors as a trademark,the applicant shall make a statement in application,and explain how to use the trademark
i. A single color	No
Please, specify how it must be represented:	
ii. A combination of colors	Yes
Please, specify how it must be represented:	If applying for the registration of the combination of colors as a trademark,the applicant shall make a statement in application,and explain how to use the trademark
f) Sound marks	Yes
Please, specify how they must be represented	If applying for the registration of a sound as a trademark,the applicant shall make a statement in application,submit the audio reproduction as requested,describe the sound and explain how to use the trademark. The description shall describe the said sound by musical notation or numbered musical notation with explanatory words;if the said sound could not be described by musical notation or numbered musical notation, it shall be describe in words. The trademark description shall be in conformity with the sound sample.
i. A musical sound	Yes
Please, specify how it must be represented:	If applying for the registration of a musical sound as a trademark,the applicant shall make a statement in application,submit the audio reproduction as requested,describe the sound and explain how to use the trademark. The description shall describe the said sound by musical notation or numbered musical notation with explanatory words.The trademark description shall be in conformity with the sound sample.
ii. Any sound	Yes
Please, specify how it must be represented:	If applying for the registration of a sound as a trademark,the applicant shall make a statement in application,submit the audio reproduction as requested,describe the sound and explain how to use the trademark. if the said sound could not be described by musical notation or numbered musical notation, it shall be describe in words. The trademark description shall be in conformity with the sound sample.
g) Motion marks	No
Please, specify how they must be represented:	
h) Multimedia marks (motion and sound)	No
Please, specify how they must be represented:	
i) Other(s) (e.g., gesture marks, olfactory marks, pattern marks, position marks, taste marks, texture marks, trade-dress)	No
Please, indicate what other types of marks are accepted:	
Please, specify how each of the other types of marks indicated above must be represented:	

Format and Means to File an Application with the Office	
7. Which of the following are acceptable formats to file an application with the Office?	
a) A paper form	Yes
b) The image of a paper form (e.g., PDF, JPG)	No
c) Structured data (e.g., e-filing, XML files)	Yes
8. How does the applicant submit the application?	
a) On a physical support (e.g., paper, CD-ROM or USB device)	Yes
b) By fax	No
c) Electronically, other than fax (e.g., by e-mail, by e-filing)	Yes
9. Is the applicant either required or allowed to submit an electronic representation of the mark along with the application?	No
Format(s) in which the Office accepts the electronic representation of the mark	
10. Depending on the type of mark, may the electronic representation consist of one or more digital still images?	Yes
Please select below the format accepted by the Office	
a) GIF	No
b) JPEG	Yes
c) PNG	No
d) TIFF	No
e) Other(s)	No
Please, specify in which other format(s):	
When the representation consists of more than one digital still image:	
a) all images must be included in one file	Yes
b) each image may be in a separate file	No
11. Depending on the type of mark, may the electronic representation consist of a digital recording of sound only (i.e., without moving images)?	Yes
Please, select below the format accepted by the Office	
a) MID	No
b) MP3	Yes
c) WAV	Yes
d) Other(s)	No
Please, specify in which other format(s):	
12. Depending on the type of mark, may the representation consist of a digital recording of moving images without sound?	No
Please, select below the format(s) accepted by the Office	
a) AVI	
b) GIF	
c) MOV	
d) MP4	
e) MPEG	
f) WMV	
g) Other(s)	
Please, specify in which other format(s):	
13. Depending on the type of mark, may the representation consist of a digital recording of moving images and sound?	No
Please, select below the format(s) used by the Office	
a) AVI	
b) MP4	
c) MPEG	
d) WMV	
e) Other(s)	
Please, specify in which other format(s):	
Formats and standards used by the Office to store,	

manage and publish electronic representation of marks	
SCRx3421	
14. Does the Office store and manage an electronic representation of the mark (whether provided by the applicant or produced by the Office) in a database?	Yes
15. Is the electronic representation of the mark available to the public?	Yes
How can the public access the electronic representation of the mark?	
a) At the Office only (e.g., a dedicated computer terminal)	No
b) Online (e.g., online database)	Yes
16. In which format does the Office store, manage and publish the electronic representation of the mark when this consists of:	
a) one or more digital still images	JPEG
b) a digital recording of sound only	WAV MP3
c) a digital recording of moving images without sound	N/A
d) a digital recording of moving images and sound	N/A