

## **Working Group on the Legal Development of the Madrid System for the International Registration of Marks**

**Nineteenth Session**  
**Geneva, November 15 to 19, 2021**

### **ACCREDITATION OF AN OBSERVER**

*Document prepared by the Secretariat*

1. The Annex to this document contains information on a non-governmental organization (NGO), which has requested to be granted observer status in sessions of the Working Group on the Legal Development of the Madrid System for the International Registration of Marks (hereinafter referred to as “the Working Group”).

*2. The Working Group is invited to approve the representation in sessions of the Working Group of the non-governmental organization referred to in the Annex to this document.*

[Annex follows]



中華商標協會

**CHINA TRADEMARK ASSOCIATION**

No.8 Beisan Street, Fucheng Road, Haidian District, BEIJING 100048, CHINA

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World Intellectual Property Organization - Headquarters  
34, chemin des Colombettes  
CH-1211 Geneva 20, Switzerland

Beijing, September 10, 2021

**Subject:** Application of China Trademark Association for Becoming an Observer of Working Group on the Legal Development of the Madrid System for the International Registration of Marks

#### CTA's Constitution

Established in 1994, China Trademark Association (CTA) is a national social organization initiated by domestic well-known enterprises upon approval by the Ministry of Civil Affairs, and has been operation under the guidance of the National Intellectual Property Administration, PRC.

#### CTA's Missions and Purposes

The main missions of CTA are as follows: raise the social awareness of trademarks by publicizing and implementing trademark laws and regulations, upgrade the level of use, protection and management of trademarks by guiding and assisting member enterprises in implementing trademark strategies, provide legal advisory services to member enterprises, hold academic activities, carry out researching studies in respect of trademarks and brands, make suggestions to government authorities, conduct international communication and cooperation in the field of trademarks, publish and distribute professional documents and publications, etc.

The purposes of CTA is to to strengthen the creation, protection and exploitation of intellectual property rights (IPR); to safeguard the legitimate rights and interests of members, serve as a bridge between the government and members and enhance its ability to better serve members; to facilitate the implementation of trademark and brand strategies, enhance its ability in management of trademarks and brands of businesses and encourage participation of domestic businesses in international competition using their trademarks and brands to advance the development of China's trademark and brand economy; to strengthen normalization of trademark agencies

with credit as the core and encourage industry self-regulation to promote sustained and healthy development of the industry; to contribute to the national trademark and brand strategies by enhancing the public awareness on trademarks and brands and enhancing the international influence of Chinese trademarks and brands to develop China into a country strong on trademarks and brands; and to actively participate in the Belt and Road Initiative, and strengthen cooperation and exchanges with international organizations and foreign non-governmental organizations on trademarks and brands.

#### CTA's Members

CTA's members are divided into entity members and individual members. Entity members include but are not limited to trademark agencies, companies with registered trademarks and related groups in various industries; Individual members are mainly experts and legal workers who are versed at and familiar with trademark theory.

#### CTA's Leadership and Organizational Structure

##### *CTA Leadership*

President: Ma Fu

Secretary-General: Wu Dongping

Deputy Secretary-General: Nan Ping

##### *Organizational Structure*

CTA has General Office, Membership Division, Legal Affairs Division, Publicity Division, International Division and Secretariat of China Trademark and Brand Research Institute, in addition to three subordinate bodies - Zhongqi Trademark Appraisal center, Zhongqi Trademark Development Center and China Trademark Journal Press.

#### Contact Details of CTA

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We sincerely request to be an observer of Working Group on the Legal Development of the Madrid System for the International Registration of Marks, and your approval will be highly appreciated.

Sincerely yours,



President

CHINA TRADEMARK ASSOCIATION

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