



CHINA TRADEMARK & PATENT LAW OFFICE LIMITED

400-711-8890

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Annual Development Report On China's Trademark Strategy (2012)

This report is focus on the statistics of trademark applications in China especially those come from overseas. All the data were gathered from the CTMO(China Trade Mark Office)'s official documents.

Part 1 Statistics of General Development

Statistics of Trademark Applications and Registrations in 2012

Subject Matter	Domestic	International	Madrid	Overseas Total	Total
Applications Filed for Registration	1502540	97190	48586	145776	1648316
Applications Filed for Renewal	87452	14602	4929	19531	106983
Applications for Opposition	22594	13519	218	13737	36331
Modification Applications	126172	23749	2271	26020	152192
Assignment Applications	91409	12298	1890	14188	105597
Trademark Preliminarily Approved	791370		26563		817933
Registrations Approved	919951	58656	26290	84946	1004897
Trademarks Refused	217787		10928		228715



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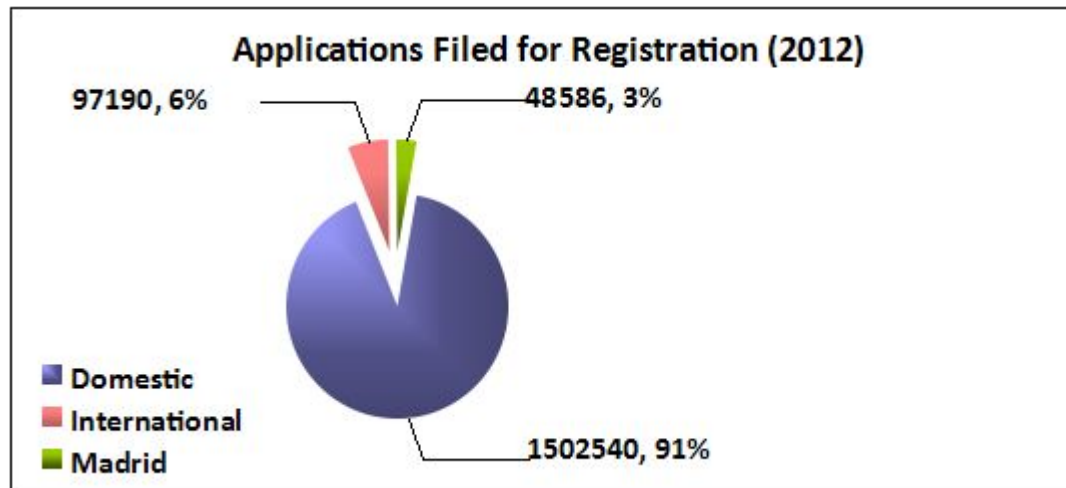
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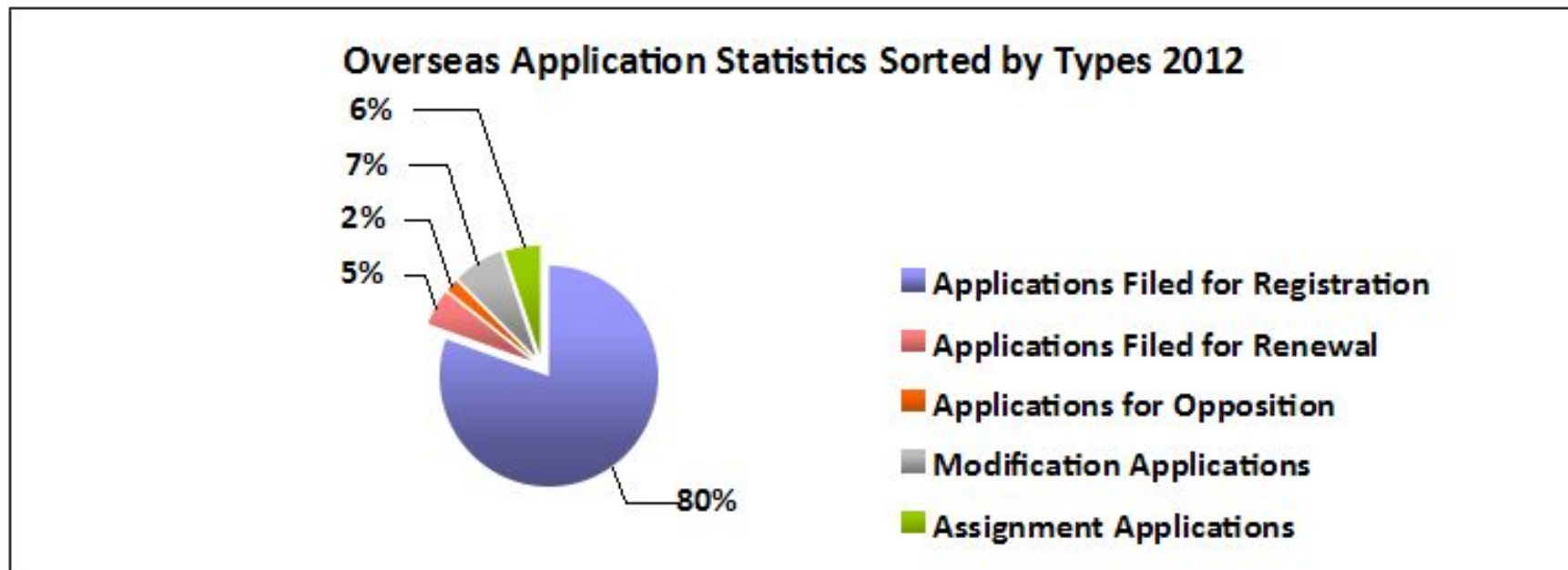
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Subject Matter	Domestic	International	Madrid	Overseas Total	Total
Trademarks Partly Refused	176262	4239	18051	18051	180501

Note: The **Red** numbers shows the total amount of the overseas applications or registrations.



The overseas applications took nearly **9%** of the total amount of applications filed for registration in China and among them, more than **1/3** were through the Madrid system.



The applications filed for **registration** took about **80%** of the total applications that applied by overseas applicants.



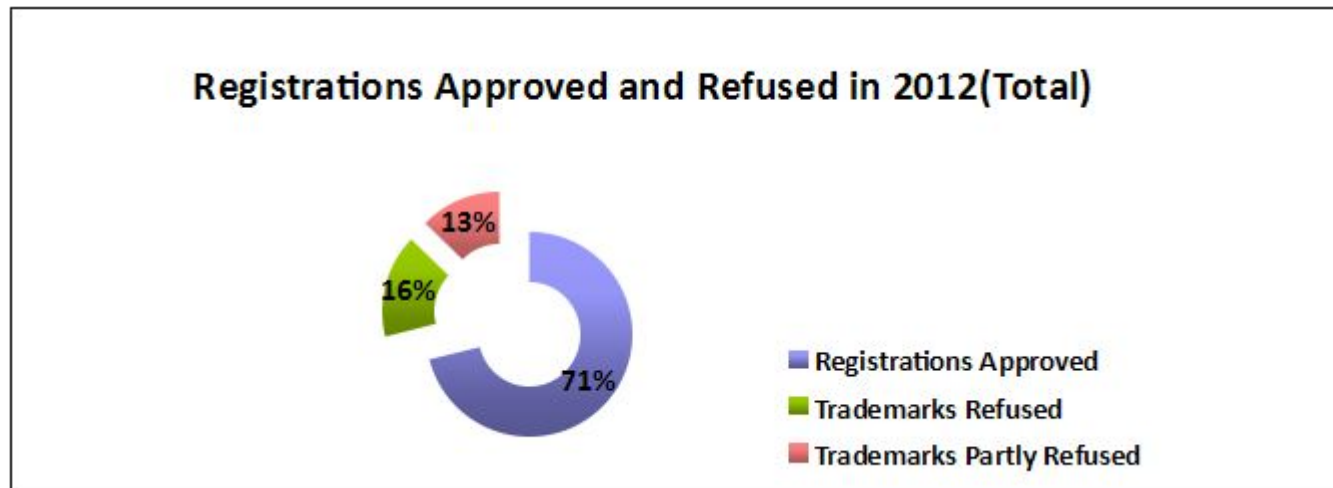
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In 2010, nearly **1/3** applications for registration(both China & overseas) were refused or partly refused by CTMO, Which indicates that the trademark examination in China **is very rigorous**, and it become **more harder to pass** the examination.



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Part 2 Statistics of overseas applications sorted by countries

Statistics of Overseas Trademark Applications Filed in 2012

Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Albania	5	0	5	Republic of Korea	6114	539	6653	El Salvador	1	0	1
Algeria	33	1	34	Netherlands	1101	0	1101	Serbia and Montenegro	6	17	23
Afghanistan	30	0	30	Netherlands Antilles	18	0	18	Sierra Leone	1	0	1
Argentina	139	0	139	Kyrgyzstan	4	0	4	Cyprus	114	44	158
United Arab Emirates	333	0	333	Canada	1536	0	1536	Seychelles	192	0	192
Oman	4	0	4	Cambodia	1	0	1	Saudi Arabia	122	0	122
Azerbaijan	58	0	58	Czech Republic	83	197	280	Federation of Saint Kitts and Nevis	1	0	1
Egypt	123	26	149	Cameroon	1	0	1	San Marino	12	12	24
Ethiopia	2	0	2	Qatar	7	0	7	St Vincent	1	0	1
Ireland	302	63	365	Cayman Islands	1742	0	1742	Sri Lanka	26	0	26



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Estonia	24	28	52	Cote d' Ivoire	18	0	18	Slovakia	16	48	64
Andorra	7	0	7	Kuwait	29	0	29	Slovenia	17	85	102
Angola	8	0	8	Croatia	8	37	45	Sudan	1	0	1
Anguilla	59	0	59	Kenya	2	2	4	Suriname	3	0	3
Austria	333	714	1047	Cook Islands	4	0	4	Thailand	643	0	643
Australia	2130	917	3047	Kuraso	3	0	3	Tanzania	20	0	20
Barbados	56	0	56	Curaçao	0	10	10	Tunisia	22	0	22
Papua New Guinea	3	0	3	Latvia	8	64	72	Tuerer	15	0	15
Bahamas	123	0	123	Laos	1	0	1	Turkey	243	412	655
Pakistan	83	0	83	Lebanon	38	0	38	Vanuatu	4	0	4
Paraguay	14	0	14	Lithuania	4	5	9	Guatemala	10	0	10
Bahrain	6	0	6	Libya	10	0	10	Venezuela	75	0	75
Panama	97	0	97	Liechtenstein	75	120	195	Brunei	98	0	98
Brazil	491	0	491	Luxembourg	294	0	294	Uganda	12	0	12
Belarus	10	70	80	Romania	63	37	100	Ukraine	57	246	303
Bermuda	195	0	195	Isle of Man	58	0	58	Uruguay	25	0	25
Bulgaria	33	103	136	Malta	22	0	22	Republic of Uzbekistan	8	0	8
Belize	26	0	26	Malaysia	1063	0	1063	Spain	1479	6 31	2110



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Republic of Benin	1	0	1	Mali	2	0	2	Western Samoa	371	0	371
Benelux	0	2241	2241	Republic of Macedonia	0	15	15	Greece	86	54	140
Belgium	412	0	412	Marshall	90	0	90	Singapore	1836	231	2067
Iceland	40	14	54	Mauritius	28	0	28	New Zealand	1090	0	1090
Puerto Rico	2	0	2	Mauritania	1	0	1	Hungary	22	93	115
Poland	90	385	475	USA	24751	4040	28791	Syria	29	0	29
Democratic People's Republic of Korea	7	0	7	Virgin Islands of the United States	5	0	5	Jamaica	6	0	6
Belize	37	0	37	Mongolia	12	2	14	Armenia	10	12	22
Burkina Faso	1	0	1	Bangladesh	19	0	19	Yemen	16	0	16
Bolivia	2	0	2	Peru	64	0	64	Iraq	92	0	92
Denmark	1040	529	1569	Myanmar	25	0	25	Iran	106	37	143
Germany	4395	6508	10903	Republic of Moldova	2	21	23	Israel	184	117	301
Dominican Republic	12	0	12	Morocco	13	51	64	Italy	2609	3798	6407



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Russia	389	1974	2363	Monaco	58	113	171	India	642	0	642
Ecuador	67	0	67	Mozambique	0	14	14	Indonesia	124	0	124
France	3599	5274	8873	Mexico	373	0	373	United Kingdom	5680	1545	7225
French Polynesia	1	0	1	South Africa	404	0	404	Channel Islands	9	0	9
Philippines	81	0	81	Nepal	2	0	2	British Guernsey	11	0	11
Fiji	5	0	5	Nigeria	38	0	38	Virgin Islands (British)	2758	0	2758
Finland	416	222	638	Norway	79	278	357	British West Indies	158	0	158
Columbia	111	0	111	EU	0	9100	9100	Jordan	48	0	48
Costa Rica	12	0	12	Portugal	116	107	223	Vietnam	120	95	215
Georgia	6	5	11	Japan	21572	3104	24676	Jersey Island	18	0	18
Cuba	6	2	8	Sweden	653	258	911	Gibraltar	11	0	11
Kazakstan	9	91	100	Switzerland	1570	3828	5398	Chile	278	0	278
Total	International: 97190			Madrid: 48586				Total: 145776			

Note: The Red Cells are the country which filed more than 1000 applications in 2012.



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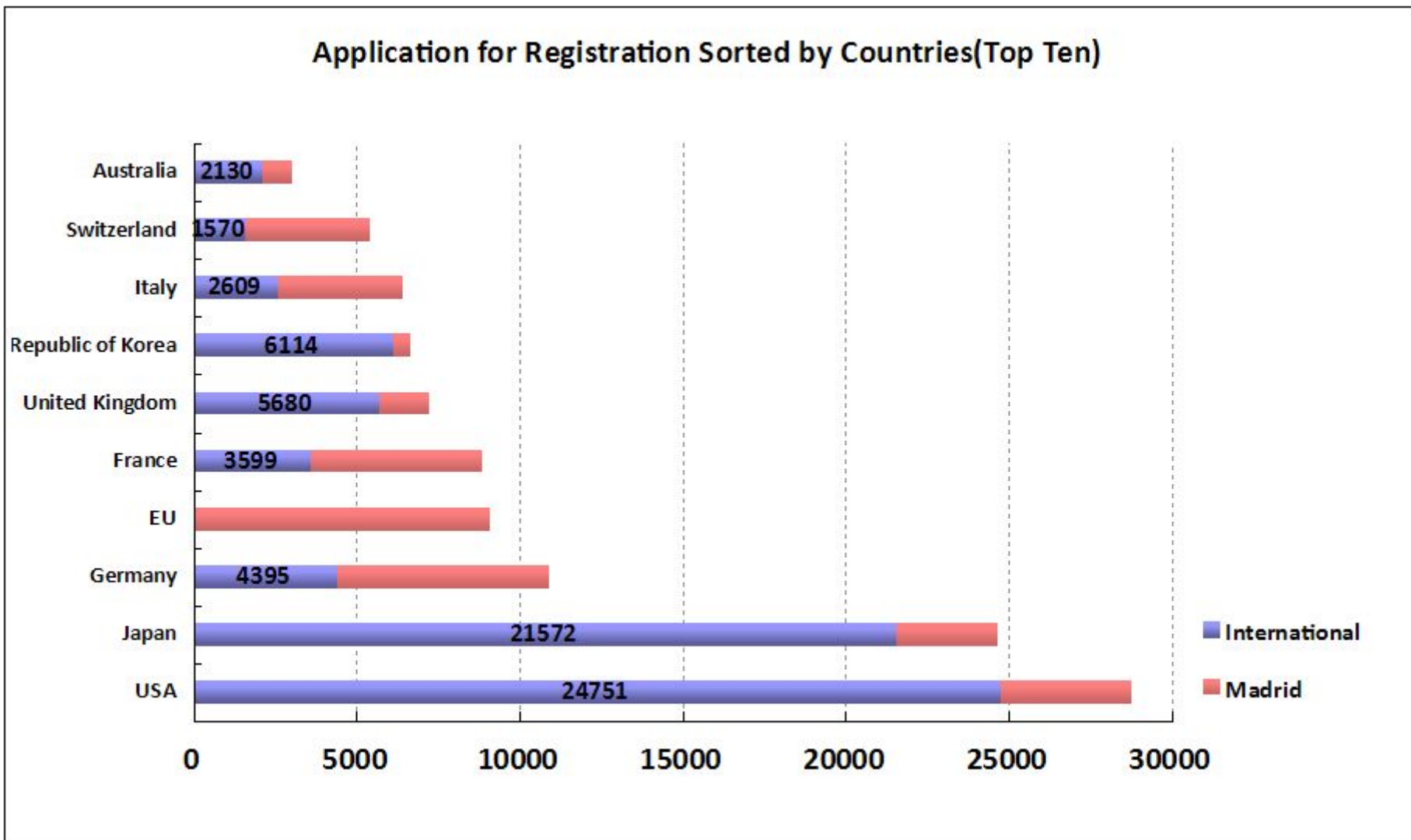
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Application for Registration Sorted by Countries(Top Ten)





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Part 3 Statistics of overseas applications sorted by classes

Statistics of Trademark Applications and Registrations Sorted out According to Class in 2012

Class	Applications					Registrations				
	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
1	25590	2003	1088	3091	28681	15712	1284	722	2006	17718
2	11605	724	315	1039	12644	7438	450	191	641	8079
3	43258	4962	1905	6867	50125	23318	2862	1052	3914	27232
4	9515	790	355	1145	10660	5701	465	208	673	6374
5	48252	4415	1741	6156	54408	24041	2418	1076	3494	27535
6	29533	1728	1036	2764	32297	19666	1047	577	1624	21290
7	46815	3458	1931	5389	52204	29795	1890	992	2882	32677
8	10595	1105	524	1629	12224	6765	643	335	978	7743
9	88551	8761	4946	13707	102258	52145	5249	2411	7660	59805
10	16082	2051	1126	3177	19259	9578	1116	616	1732	11310
11	59178	2875	1502	4377	63555	37306	1644	751	2395	39701
12	27508	2225	1101	3326	30834	16751	1196	585	1781	18532
13	2858	164	75	239	3097	1999	77	37	114	2113
14	25201	2038	1192	3230	28431	15028	1076	714	1790	16818
15	4226	367	134	501	4727	2619	211	78	289	2908
16	28235	2837	1525	4362	32597	16511	1840	925	2765	19276
17	13777	1072	655	1727	15504	10099	843	446	1289	11388



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Class	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
18	37359	3549	1832	5381	42740	23949	2113	997	3110	27059
19	28588	879	625	1504	30092	22840	629	346	975	23815
20	35949	1791	1064	2855	38804	22472	1012	618	1630	24102
21	27920	2064	918	2982	30902	16326	1313	532	1845	18171
22	5429	407	197	604	6033	3864	280	144	424	4288
23	4833	242	101	343	5176	3404	158	58	216	3620
24	24411	1524	784	2308	26719	16202	911	477	1388	17590
25	173833	7370	2982	10352	184185	110788	4463	1287	5750	116538
26	8014	629	240	869	8883	5593	375	169	544	6137
27	7950	509	311	820	8770	5214	309	166	475	5689
28	21144	2357	1103	3460	24604	13609	1559	580	2139	15748
29	62408	2617	759	3376	65784	43242	1481	451	1932	45174
30	83713	3498	1044	4542	88255	53359	2050	545	2595	55954
31	44627	892	366	1258	45885	28351	711	221	932	29283
32	28561	1928	716	2644	31205	15627	1006	389	1395	17022
33	57042	4013	1275	5288	62330	22862	2119	798	2917	25779
34	4413	412	223	635	5048	3338	236	110	346	3684
35	109501	5617	3035	8652	118153	60585	3374	952	4326	64911
36	21495	1395	731	2126	23621	14776	996	460	1456	16232
37	22245	1433	1152	2585	24830	18203	1164	662	1826	20029
38	12843	1062	892	1954	14797	6880	655	561	1216	8096
39	17933	925	617	1542	19475	12516	597	358	955	13471



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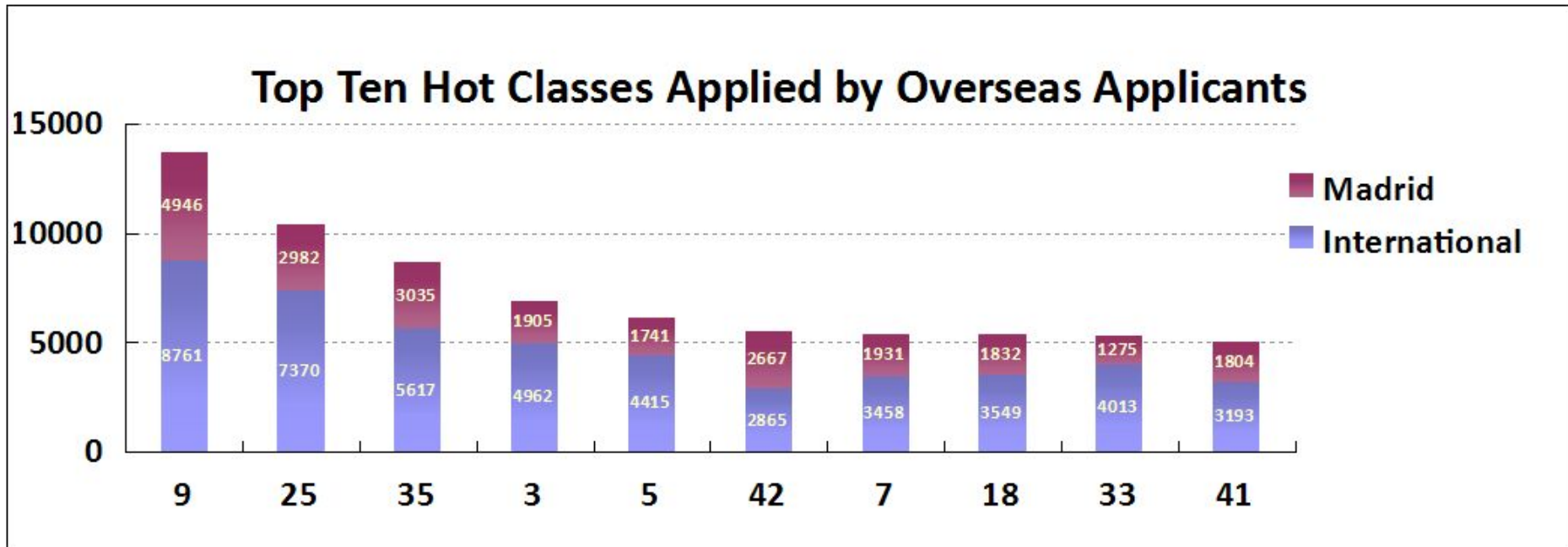
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Class	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
40	12384	773	533	1306	13690	8153	545	349	894	9047
41	38649	3193	1804	4997	43646	22938	2153	949	3102	26040
42	38564	2865	2667	5532	44096	23649	2093	1520	3613	27262
43	53147	1950	541	2491	55638	28881	1103	296	1399	30280
44	20255	1058	512	1570	21825	12633	590	323	913	13546
45	8551	663	411	1074	9625	5225	350	256	606	5831
Total	1502540	97190	48586	145776	1648316	919951	58656	26290	84946	1004897

Notes:

1. The China's classification is based on the NICE international classification.
2. The Purple Cells are the classes which were filed more than 3000 applications by overseas applicants in 2010 and the Grey cells are that of registration.



The electronic products(class 9), clothing products(class 25) and the advertisement services(class 35) were the hottest industries that attract overseas investments.



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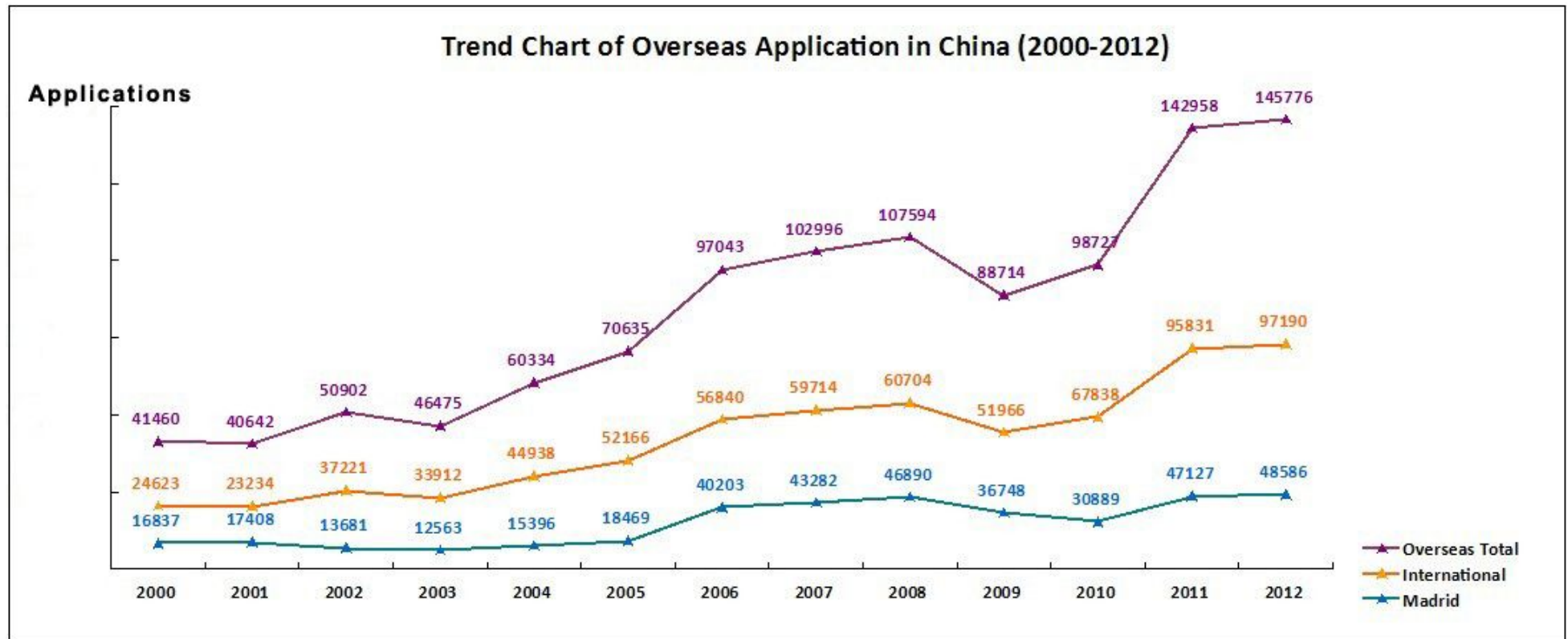
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Part 4 The trend of development of overseas application





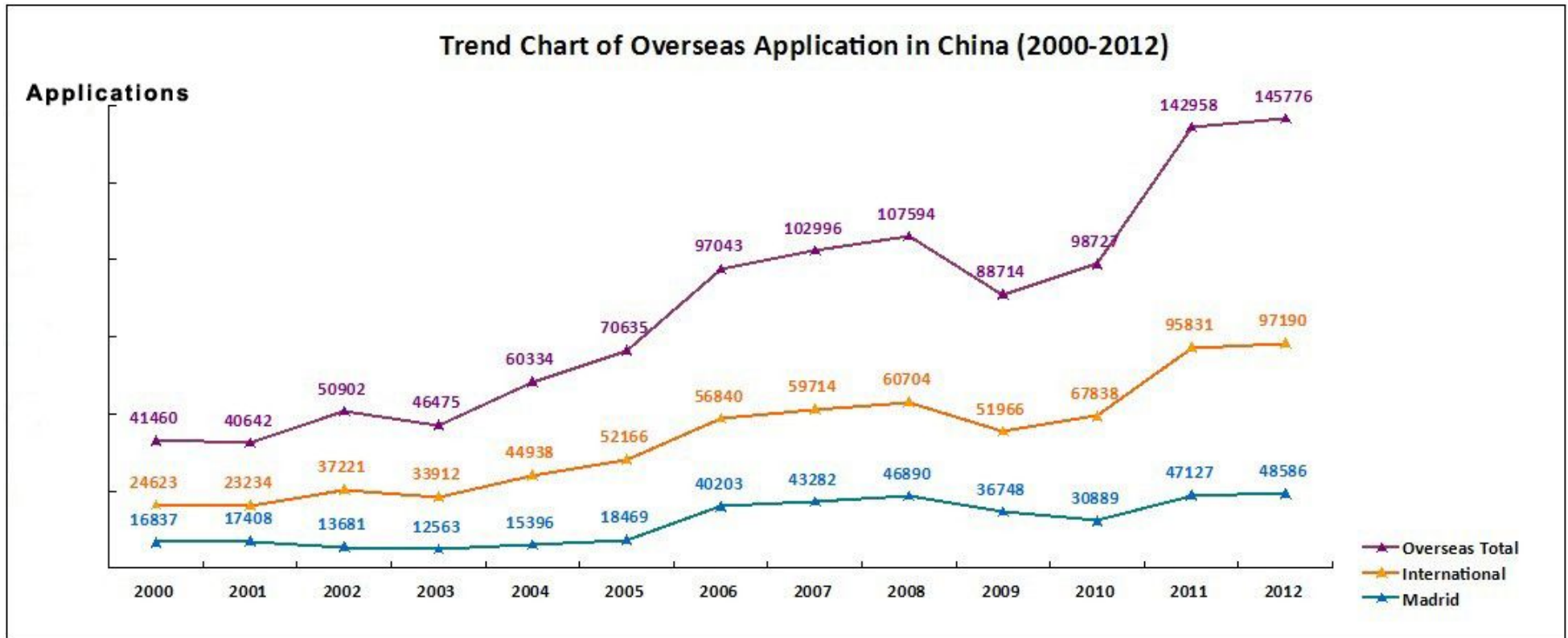
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There is a slight increase in this year, and it seem the momentum will keep in to the following year.