



Annual Development Report On China's Trademark Strategy (2013)

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 2013

| Subject Matter | Domestic | International | Madrid | Overseas Total | Total |
|-------------------------------------|----------|---------------|--------|----------------|---------|
| Applications Filed for Registration | 1733361 | 95177 | 53008 | 148185 | 1881546 |
| Applications Filed for Renewal | 99786 | 13528 | 6010 | 19538 | 119324 |
| Applications for Opposition | 20901 | 13382 | 384 | 13766 | 34667 |
| Modification Applications | 147645 | 26765 | 2829 | 29594 | 177239 |
| Assignment Applications | 97657 | 13658 | 2049 | 15707 | 113364 |
| Trademark Preliminarily Approved | 908878 | | 27872 | | 936750 |
| Registrations Approved | 909541 | 59496 | 27687 | 87183 | 996724 |
| Trademarks Refused | 251498 | | 10687 | | 262185 |



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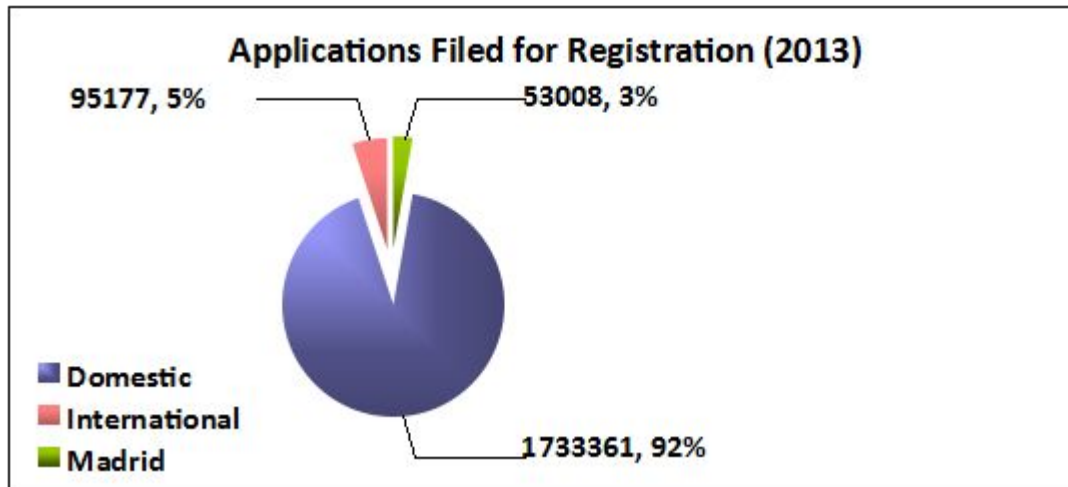
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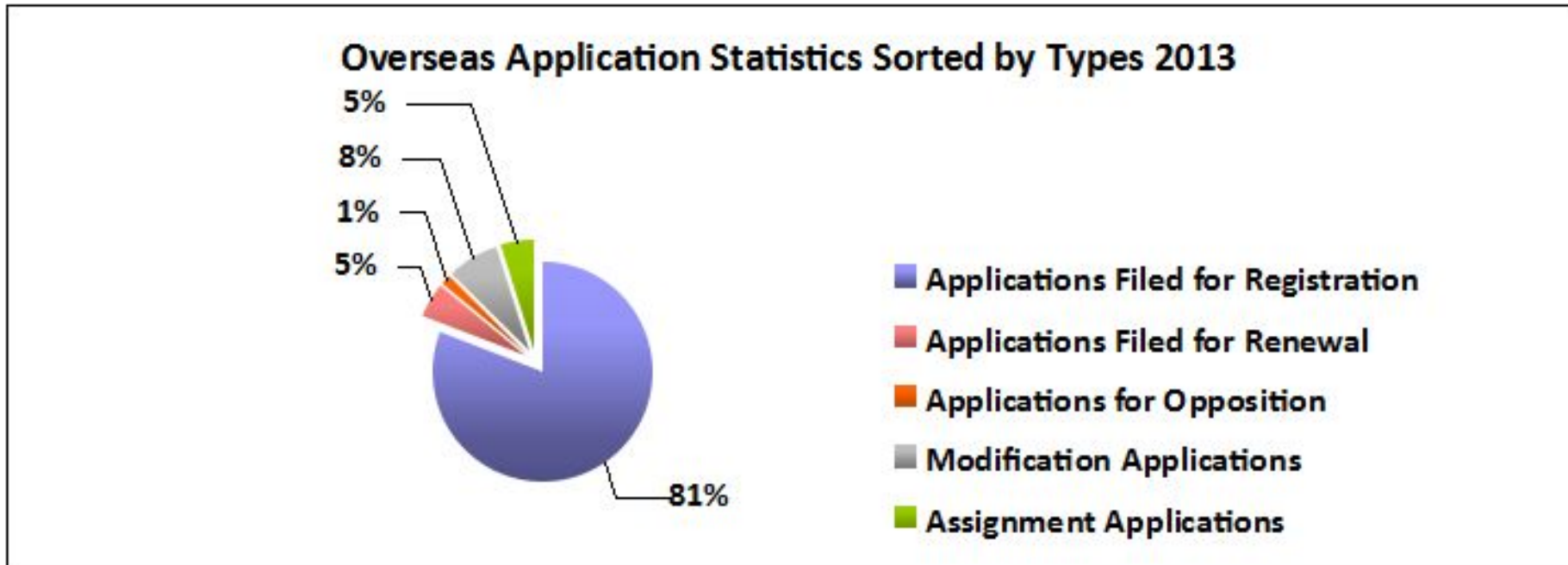
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| Subject Matter | Domestic | International | Madrid | Overseas Total | Total |
|---------------------------|----------|---------------|--------|----------------|--------|
| Trademarks Partly Refused | 221560 | 4184 | 4184 | 8368 | 225744 |

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



The overseas applications took nearly **8%** of the total amount of applications filed for registration in China and among them, more than **1/2** 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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Registrations Approved and Refused in 2013(Total)



In 2010, more than **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 |
|------------------|---------------|--------|-------|------------------|---------------|--------|-------|------------------|---------------|--------|-------|
| Armenia | 6 | 17 | 23 | Egypt | 57 | 10 | 67 | New Zealand | 964 | 186 | 1150 |
| Guatemala | 31 | 0 | 31 | Estonia | 11 | 29 | 40 | Nicaragua | 4 | 0 | 4 |
| Israel | 270 | 129 | 399 | Ethiopia | 11 | 0 | 11 | Nigeria | 28 | 0 | 28 |
| Mexico | 325 | 11 | 336 | EU | 0 | 10252 | 10252 | Oman | 3 | 0 | 3 |
| Netherlands | 1213 | 0 | 1213 | Morocco | 20 | 27 | 47 | Pakistan | 62 | 0 | 62 |
| Norway | 103 | 373 | 476 | Fiji | 2 | 0 | 2 | Palestine | 3 | 0 | 3 |
| Afghanistan | 17 | 0 | 17 | Finland | 348 | 229 | 577 | Panama | 110 | 0 | 110 |
| Algeria | 39 | 5 | 44 | France | 4402 | 5227 | 9629 | Papua New Guinea | 6 | 0 | 6 |
| Andorra | 4 | 0 | 4 | Georgia | 7 | 15 | 22 | Paraguay | 2 | 0 | 2 |
| Angola | 16 | 0 | 16 | Germany | 4275 | 6490 | 10765 | Peru | 21 | 0 | 21 |



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| Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total |
|---------------------|---------------|-------------|-------------|------------------|---------------|-------------|--------------|--------------------------|---------------|-------------|-------------|
| Anguilla | 304 | 0 | 304 | Ghana | 4 | 0 | 4 | Philippines | 112 | 37 | 149 |
| Antigua and Barbuda | 1 | 0 | 1 | Gibraltar | 1 | 0 | 1 | Poland | 148 | 267 | 415 |
| Argentina | 185 | 0 | 185 | Greece | 153 | 76 | 229 | Portugal | 173 | 187 | 360 |
| Australia | 2303 | 1238 | 3541 | Guyana | 2 | 0 | 2 | Puerto Rico | 6 | 0 | 6 |
| Austria | 372 | 635 | 1007 | Hungary | 28 | 61 | 89 | Qatar | 69 | 0 | 69 |
| Azerbaijan | 52 | 48 | 100 | Iceland | 17 | 70 | 87 | Republic of Benin | 2 | 0 | 2 |
| Bahamas | 159 | 0 | 159 | India | 702 | 0 | 702 | Republic of Korea | 7700 | 631 | 8331 |
| Bahrain | 9 | 0 | 9 | Indonesia | 113 | 0 | 113 | Republic of Moldova | 0 | 25 | 25 |
| Bailiwick of Jersey | 23 | 0 | 23 | Iran | 98 | 39 | 137 | Republic of Uzbekistan | 9 | 1 | 10 |
| Bangladesh | 11 | 0 | 11 | Iraq | 53 | 0 | 53 | Romania | 18 | 81 | 99 |
| Barbados | 29 | 0 | 29 | Ireland | 343 | 46 | 389 | Russia | 503 | 1474 | 1977 |
| Belarus | 0 | 61 | 61 | Isle of Man | 175 | 0 | 175 | San Marino | 8 | 30 | 38 |
| Belgium | 318 | 0 | 318 | Italy | 2690 | 3965 | 6655 | Saudi Arabia | 97 | 0 | 97 |
| Belize | 30 | 0 | 30 | Jamaica | 2 | 0 | 2 | Senegal | 4 | 0 | 4 |
| Belize | 17 | 0 | 17 | Japan | 13200 | 3404 | 16604 | Serbia | 0 | 24 | 24 |
| Benelux | 0 | 2394 | 2394 | Jordan | 35 | 0 | 35 | Seychelles | 344 | 0 | 344 |



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| Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total |
|----------------------|---------------|--------|-------|------------------|---------------|--------|-------|----------------------------|---------------|--------|-------|
| Bermuda | 126 | 0 | 126 | Kazakstan | 14 | 37 | 51 | Sierra Leone | 2 | 0 | 2 |
| Bolivia | 9 | 0 | 9 | Kenya | 14 | 11 | 25 | Singapore | 1965 | 312 | 2277 |
| Bosnia - Herzegovina | 0 | 10 | 10 | Kuraso | 3 | 6 | 9 | Slovakia | 63 | 158 | 221 |
| Brazil | 492 | 0 | 492 | Kuwait | 36 | 0 | 36 | Slovenia | 11 | 63 | 74 |
| British Guernsey | 6 | 0 | 6 | Kyrgyzstan | 3 | 7 | 10 | South Africa | 318 | 0 | 318 |
| British West Indies | 60 | 0 | 60 | Latvia | 3 | 28 | 31 | Spain | 1261 | 670 | 1931 |
| Brunei | 81 | 0 | 81 | Lebanon | 62 | 0 | 62 | Sri Lanka | 31 | 0 | 31 |
| Bulgaria | 26 | 178 | 204 | Libya | 12 | 0 | 12 | Sweden | 777 | 227 | 1004 |
| Burkina Faso | 1 | 0 | 1 | Liechtenstein | 154 | 86 | 240 | Switzerland | 1696 | 3789 | 5485 |
| Cambodia | 5 | 0 | 5 | Lithuania | 4 | 32 | 36 | Syria | 59 | 0 | 59 |
| Cameroon | 4 | 0 | 4 | Luxembourg | 307 | 0 | 307 | Tanzania | 18 | 0 | 18 |
| Canada | 1806 | 0 | 1806 | Macedonia | 0 | 8 | 8 | Thailand | 1173 | 0 | 1173 |
| Cayman Islands | 2341 | 0 | 2341 | Madagascar | 2 | 3 | 5 | The British Virgin Islands | 3069 | 0 | 3069 |



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| Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total |
|---------------------------------------|---------------|--------|-------|-------------------------------------|---------------|--------|-------|-------------------------------------|---------------|--------|-------|
| Channel Islands | 38 | 0 | 38 | The Turks and Caicos Islands | 1 | 0 | 1 | The Republic of Yemen | 23 | 0 | 23 |
| Chile | 235 | 0 | 235 | Mali | 1 | 0 | 1 | Malaysia | 944 | 0 | 944 |
| Columbia | 123 | 3 | 126 | Malta | 97 | 0 | 97 | Togo | 3 | 0 | 3 |
| Cook Islands | 16 | 0 | 16 | Marshall | 60 | 0 | 60 | Zimbabwe | 5 | 0 | 5 |
| Costa Rica | 5 | 0 | 5 | Mauritania | 3 | 0 | 3 | Tunisia | 7 | 0 | 7 |
| Croatia | 1 | 52 | 53 | Mauritius | 59 | 0 | 59 | Turkey | 239 | 886 | 1125 |
| Cuba | 4 | 1 | 5 | Monaco | 39 | 175 | 214 | Uganda | 2 | 0 | 2 |
| Cyprus | 85 | 74 | 159 | Mongolia | 0 | 5 | 5 | Ukraine | 65 | 308 | 373 |
| Czech Republic | 83 | 214 | 297 | Montenegro | 0 | 1 | 1 | United Arab Emirates | 389 | 0 | 389 |
| Democratic People's Republic of Korea | 2 | 1 | 3 | Federation of Saint Kitts and Nevis | 5 | 0 | 5 | Virgin Islands of the United States | 10 | 0 | 10 |



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| Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total | Country / Region | International | Madrid | Total |
|-----------------------------------|---------------|-------------|----------------------|----------------------|---------------|-------------|----------------------|------------------|---------------|-------------|--------------|
| Democratic Republic of the Congo | 8 | 0 | 8 | Myanmar | 37 | 0 | 37 | Uruguay | 17 | 0 | 17 |
| Denmark | 895 | 583 | 1478 | Namibia | 5 | 0 | 5 | USA | 25773 | 5102 | 30875 |
| Dominican Republic | 8 | 0 | 8 | Nepal | 2 | 0 | 2 | Vanuatu | 3 | 0 | 3 |
| Ecuador | 16 | 0 | 16 | Netherlands Antilles | 102 | 0 | 102 | Venezuela | 36 | 0 | 36 |
| United Kingdom | 6503 | 2124 | 8627 | Western Samoa | 144 | 0 | 144 | Zambia | 1 | 0 | 1 |
| 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: 95177 | | | Madrid: 53008 | | | | Total: 148185 | | | | |

Note: The **Red** Cells are the country which filed more than 1000 applications in 2013.



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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 2013

| Class | Applications | | | | | Registrations | | | | |
|-------|--------------|---------------|--------|----------------|--------|---------------|---------------|--------|----------------|-------|
| | Domestic | International | Madrid | Overseas Total | Total | Domestic | International | Madrid | Overseas Total | Total |
| 1 | 26358 | 1772 | 1131 | 2903 | 29261 | 16679 | 1343 | 730 | 2073 | 18752 |
| 2 | 12966 | 593 | 364 | 957 | 13923 | 7600 | 436 | 205 | 641 | 8241 |
| 3 | 52881 | 4754 | 2062 | 6816 | 59697 | 25745 | 3052 | 1051 | 4103 | 29848 |
| 4 | 10317 | 727 | 371 | 1098 | 11415 | 6141 | 496 | 244 | 740 | 6881 |
| 5 | 55222 | 4457 | 2031 | 6488 | 61710 | 27340 | 2740 | 1187 | 3927 | 31267 |
| 6 | 32447 | 1571 | 1029 | 2600 | 35047 | 18906 | 1037 | 555 | 1592 | 20498 |
| 7 | 47793 | 3172 | 1963 | 5135 | 52928 | 28952 | 1978 | 1057 | 3035 | 31987 |
| 8 | 11225 | 1027 | 615 | 1642 | 12867 | 7161 | 661 | 322 | 983 | 8144 |
| 9 | 100869 | 8891 | 5216 | 14107 | 114976 | 54092 | 5205 | 2501 | 7706 | 61798 |
| 10 | 18571 | 1988 | 1295 | 3283 | 21854 | 9477 | 1202 | 723 | 1925 | 11402 |
| 11 | 66283 | 2923 | 1527 | 4450 | 70733 | 36713 | 1557 | 772 | 2329 | 39042 |
| 12 | 30826 | 2418 | 1146 | 3564 | 34390 | 15644 | 1259 | 563 | 1822 | 17466 |
| 13 | 2607 | 159 | 74 | 233 | 2840 | 1973 | 112 | 49 | 161 | 2134 |
| 14 | 31604 | 1824 | 1272 | 3096 | 34700 | 14923 | 1307 | 714 | 2021 | 16944 |
| 15 | 4482 | 290 | 139 | 429 | 4911 | 2741 | 263 | 83 | 346 | 3087 |
| 16 | 30441 | 2826 | 1678 | 4504 | 34945 | 19444 | 1983 | 875 | 2858 | 22302 |
| 17 | 14178 | 957 | 691 | 1648 | 15826 | 9127 | 674 | 445 | 1119 | 10246 |



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| Class | Domestic | International | Madrid | Overseas Total | Total | Domestic | International | Madrid | Overseas Total | Total |
|-------|----------|---------------|--------|----------------|--------|----------|---------------|--------|----------------|--------|
| 18 | 40243 | 3352 | 1968 | 5320 | 45563 | 23734 | 2250 | 994 | 3244 | 26978 |
| 19 | 31792 | 762 | 636 | 1398 | 33190 | 18542 | 599 | 385 | 984 | 19526 |
| 20 | 43609 | 1592 | 1054 | 2646 | 46255 | 23513 | 1148 | 593 | 1741 | 25254 |
| 21 | 32563 | 2125 | 999 | 3124 | 35687 | 18763 | 1406 | 534 | 1940 | 20703 |
| 22 | 5815 | 424 | 216 | 640 | 6455 | 3790 | 301 | 139 | 440 | 4230 |
| 23 | 4446 | 232 | 119 | 351 | 4797 | 3295 | 191 | 78 | 269 | 3564 |
| 24 | 26657 | 1309 | 873 | 2182 | 28839 | 16739 | 1046 | 474 | 1520 | 18259 |
| 25 | 206541 | 6649 | 3256 | 9905 | 216446 | 101646 | 4351 | 1362 | 5713 | 107359 |
| 26 | 8298 | 579 | 258 | 837 | 9135 | 5822 | 424 | 156 | 580 | 6402 |
| 27 | 9209 | 430 | 275 | 705 | 9914 | 5199 | 381 | 213 | 594 | 5793 |
| 28 | 23684 | 2152 | 1095 | 3247 | 26931 | 14045 | 1644 | 628 | 2272 | 16317 |
| 29 | 72703 | 2541 | 963 | 3504 | 76207 | 38061 | 1518 | 475 | 1993 | 40054 |
| 30 | 98498 | 3444 | 1275 | 4719 | 103217 | 50090 | 2025 | 600 | 2625 | 52715 |
| 31 | 50454 | 785 | 435 | 1220 | 51674 | 26766 | 555 | 247 | 802 | 27568 |
| 32 | 35280 | 1897 | 928 | 2825 | 38105 | 15332 | 1083 | 441 | 1524 | 16856 |
| 33 | 54464 | 3647 | 1412 | 5059 | 59523 | 25781 | 2001 | 796 | 2797 | 28578 |
| 34 | 4878 | 393 | 251 | 644 | 5522 | 2835 | 233 | 150 | 383 | 3218 |
| 35 | 144901 | 7350 | 3532 | 10882 | 155783 | 62693 | 3263 | 1021 | 4284 | 66977 |
| 36 | 26439 | 1314 | 749 | 2063 | 28502 | 12957 | 885 | 473 | 1358 | 14315 |
| 37 | 24614 | 1303 | 1168 | 2471 | 27085 | 14490 | 807 | 731 | 1538 | 16028 |
| 38 | 14574 | 954 | 954 | 1908 | 16482 | 7417 | 699 | 593 | 1292 | 8709 |
| 39 | 20368 | 1028 | 630 | 1658 | 22026 | 11418 | 605 | 417 | 1022 | 12440 |



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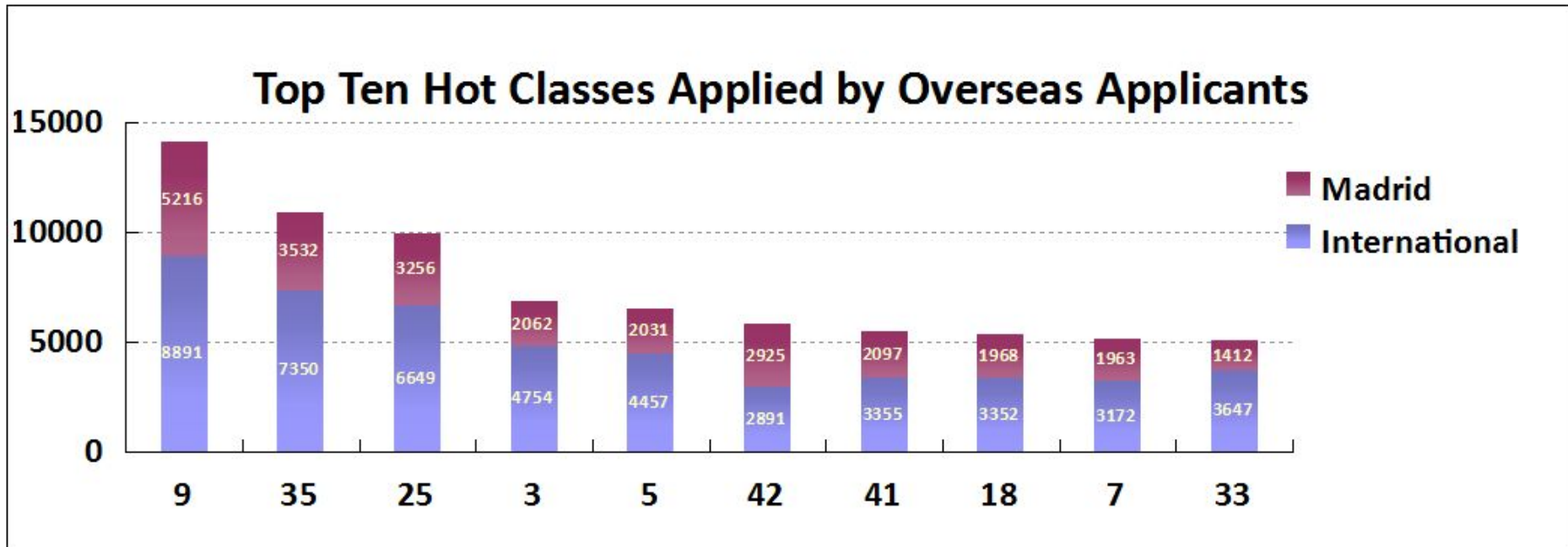
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| Class | Domestic | International | Madrid | Overseas Total | Total | Domestic | International | Madrid | Overseas Total | Total |
|-------|----------|---------------|--------|----------------|---------|----------|---------------|--------|----------------|---------|
| 40 | 13732 | 675 | 613 | 1288 | 15020 | 8618 | 495 | 378 | 873 | 9491 |
| 41 | 45762 | 3355 | 2097 | 5452 | 51214 | 23011 | 2127 | 1069 | 3196 | 26207 |
| 42 | 45005 | 2891 | 2925 | 5816 | 50821 | 24377 | 1881 | 1676 | 3557 | 27934 |
| 43 | 66620 | 2086 | 659 | 2745 | 69365 | 29994 | 1236 | 311 | 1547 | 31541 |
| 44 | 23488 | 996 | 577 | 1573 | 25061 | 12488 | 650 | 377 | 1027 | 13515 |
| 45 | 9654 | 563 | 487 | 1050 | 10704 | 5467 | 387 | 300 | 687 | 6154 |
| Total | 1502540 | 97190 | 48586 | 145776 | 1648316 | 919951 | 58656 | 26290 | 84946 | 1004897 |

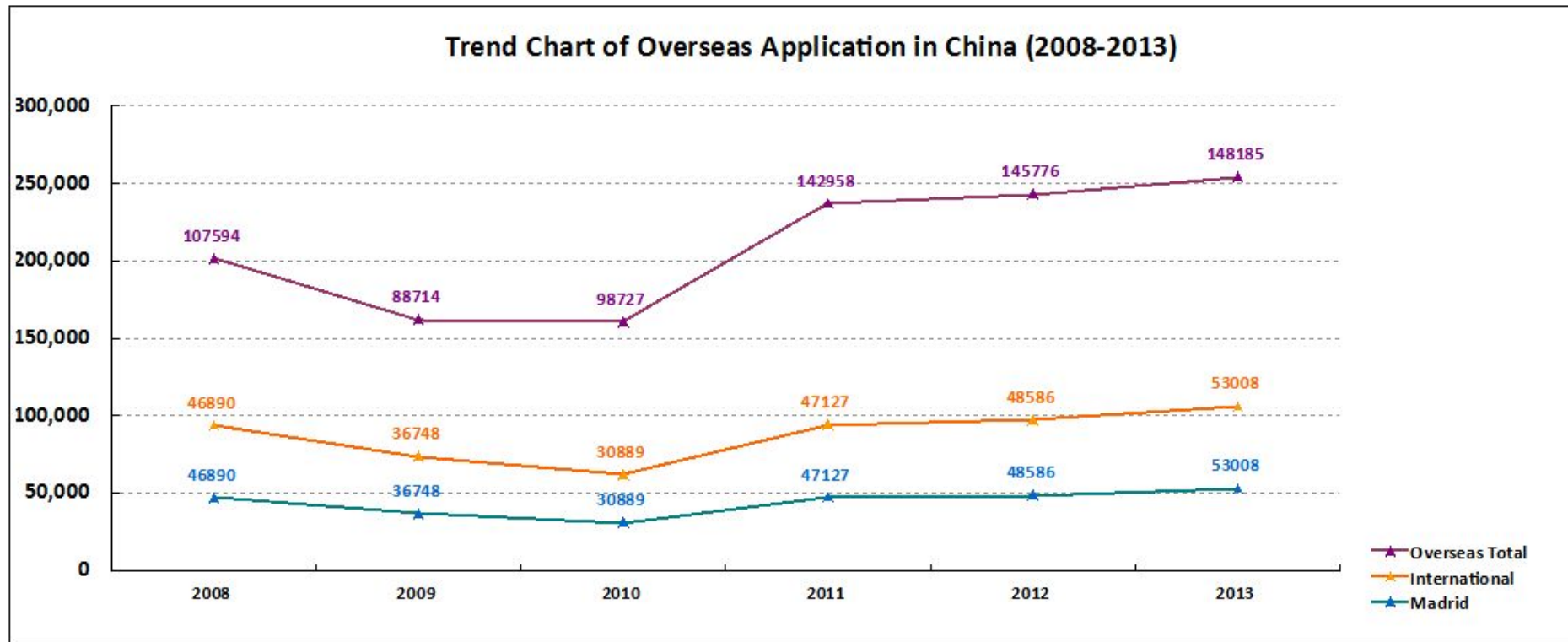
Notes:

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 35) and the advertisement services(class 25) were the hottest industries that attract overseas investments.

Part 4 The trend of development of overseas application



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