




The Latest Progress of Trademark Automation In China

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 - The strategy of Intellectual Property
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The strategy of Intellectual Property and
its implementation...

”The Outline of the National Intellectual Property Strategy” covers patents, trademarks, copyrights etc, which was issued by the State Council on June 5,2008.

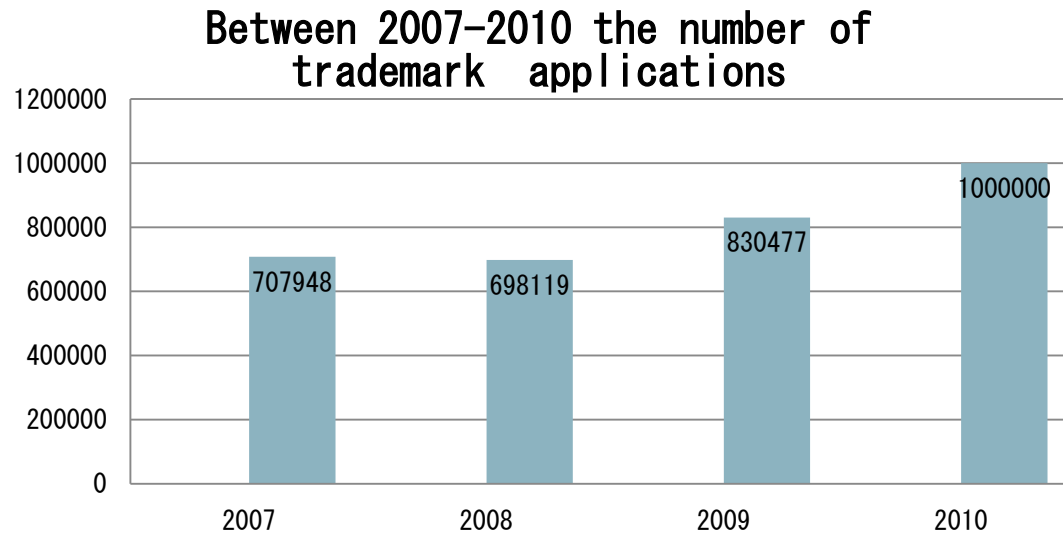
Advocating Independent Innovation and
Protecting intellectual property

The strategy - continued..

- State Administration for Industry and Commerce issued “the Guidelines in Promoting Trademark Strategy for Implementing the Outline of National Intellectual Property Strategy” on June 2, 2009, .
- One of the key focuses of the Guidelines is
 - Improving the Automatic Trademark Registration and Management System
 - Enhancing the information-based public service platform.

The figures of trademark applications in China .


- No. 1 in the world for consecutive 8 years, and will reach 1,000,000 by end of 2010
- Due to limited human resources, the backlog until 2007 was 1,820,000.



Backlog cleared up

- To clear up the backlog, SAIC initiated a 3-year plan in 2008 to solve the problem.
- To achieve this aim, 300 people were employed as the trademark examination assistants.
- Servers were upgraded as well.
- By end of 2010, backlog will have been cleared up

2007	2008	2009	2010
404,700	750,000	1,414,700	Aiming at 1,400,000

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Briefings of the Trademark Automation Project

- Phase I - In 1994, the database of trademark was established, achieving the target of computer assisted identical and similar search and query in the key of the trademark registration examination flow.
- Phase II - In 2001, the project accomplished operation flow covering with a majority of departments, sections of Trademark Office, Trademark Appeal Board, Tongda Service Center, and adopted the paperless examination procedure.
- Phase III - Since 2004, the project has built the internet service system, carrying out on-line service system, such as on-line publication, on-line search, and on-line application to all trademark agents.

Rebuilding of electronic archiving in line with the coming revision of Trademark Law

- With the third revision of the Trademark Law, it's getting more important for phase III of the project to upgrade and reconstruct the application software, which will achieve the capability of one trademark for several classes, to transit the framework from 2-tier mode to 3-tier mode .

E-Archiving is one of the highlights for the project.

- The purpose of rebuilding Electronic Archiving System is to build a paperless processing system (both sending and receiving) to meet the requirements of administration regulations of the country archiving management.
- The rebuilding also provides the ease with standard format of .pdf and .jpg for public queries from countries all over the world.



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Website revision and synchronization of Chinese and English website

- CTMO website (sbj.saic.gov.cn) is the official government website of trademark office to public society. In July 2010, the revised edition of CTMO Chinese website was launched, with 21 columns in total.
- CTMO English website: It has all the columns that Chinese edition has and provides synchronizing update. It is estimated to go trial running at the end of 2010.

English title - full database search for English title

- Currently, the system provides trademark search on English title, the same as the online search for Chinese version. The search is free, and the results of search are Chinese characters.



SISTM

Search of identical or similar TMs(SISTM):
The system provides search for similar or identical trademarks in accordance with such elements as figures and characters. Users themselves can search to find out whether their trademarks are identical with or similar to the trademark of another person in respect of the same or similar goods.

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SGTMI

Search of general TM information(SGTMI):
Users can search for the information related to a trademark by means of the trademark number, trademark content, and name of applicant.

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STMAS

Search of TM application status(STMAS):
Users can search for the present status of a trademark application in the workflow in accordance with the trademark number.

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ER

Error report(ER): users can report wrong information to CTMO for correction.

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Disclaimer

"China Trademark Website" provides free search of trademark registration information, which is ONLY for reference without any legal effect according to the international practice. In spite of this, CTMO still makes every effort to offer as accurate information as possible to the public, and update the information in the trademark database in a timely manner. Where there is any problem concerning information related to trademark registration, please refer to Trademark Gazette published by CTMO. CTMO shall not be held liable for any result caused by use of trademark registration information on this website.

Bulletin

welcome to IWI
Search!



Search of Identical or Similar Trademarks

International Classification No.	25 * Help on Classification of Goods Please enter a class number between 1 and 45(e.g.,please enter 9 for searching the Class 9 goods.)
Similar Group No.	<input type="text"/> Optional Please enter semicolon to separate Similar Group Nos.of Goods (e.g.,0901;0908).
Search Mode	Chinese character * Please Select e:Chinese character,Chinese pinyin,English Chinese character Chinese pinyin English letters Number Acronym Graphic nym and graphic.
Search Type	<input type="checkbox"/> Identical <input type="checkbox"/> Adding Chinese characters in random positions <input type="checkbox"/> Reducing Chinese characters <input type="checkbox"/> Partially identical <input type="checkbox"/> Changes the Chinese character
Search Content	华伦天奴 * Help on Graphic Coding
<input type="button" value="Automatic Search"/> <input type="button" value="Selective Search"/> <input type="button" value="Reset"/>	
Automatic Search:Retrieval will be done by all search types according to system's default, but the approximate pronunciation option is not included in the English search type. Selective search:Retrieval will be done by the search type(s) selected by users.	

Total number of pages found : 3 1 2 3

Current Page:1 [First Page](#) [Previous Page](#) [Next Page](#) [Last Page](#)

Classification No. is : 25; Search content is:华伦天奴; Search mode is:Chinese; Search type is:Pronunciation;Add the Chinese character;Reducing Chinese characters;Changing Chinese character;Changing order;Identical;Partially identical;
Search result 283 record found

Select All <input type="checkbox"/>	Number of Results	Registration No./ Application No.	Classification No.	Trademark	Goods/Service
<input type="checkbox"/>	1	615430	25	天奴	查看
<input type="checkbox"/>	2	799635	25	华伦	查看
<input type="checkbox"/>	3	835634	25	威天奴 VATIONO	查看
<input type="checkbox"/>	4	953340	25	华伦	查看
<input type="checkbox"/>	5	1094555	25	华伦天奴 LOUIS VALENTINO	查看
<input type="checkbox"/>	6	1220727	25	卓凡尼,华伦天奴	查看
<input type="checkbox"/>	7	1408082	25	华伦天奴	查看
<input type="checkbox"/>	8	1408083	25	华伦天奴	查看
<input type="checkbox"/>	9	1589236	25	联盟华伦天奴;LMHLTN	查看
<input type="checkbox"/>	10	1641346	25	华伦天奴	查看
<input type="checkbox"/>	11	1925575	25	威登华伦天奴	查看
<input type="checkbox"/>	12	1933504	25	华伦天奴,马瑞	查看
<input type="checkbox"/>	13	1934800	25	世纪新品,华伦天奴	查看
<input type="checkbox"/>	14	1935727	25	华伦天奴古弛	查看
<input type="checkbox"/>	15	1936505	25	佐波华伦天奴	查看
<input type="checkbox"/>	16	1937813	25	华伦天奴吉尼雅;GENIA VALENTINO	查看
<input type="checkbox"/>	17	1937932	25	华伦天奴雅晨及图	查看
<input type="checkbox"/>	18	1938411	25	华伦天奴乔登	查看

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The progress of building Madrid e-filing

- At present, the communication between China and the World Intellectual Property Organization (WIPO) is in paper form.
- Till the end of this year or the first quarter of the next year, China's international trademark registration will realize Madrid e-filing system, ready to take electronic mode to receive Madrid trademark applications for territorial extension. Application of other kinds will be followed at later stage.
- The ultimate goal is to realize the e-communication with WIPO, including registration in Madrid system for the international registration of trademarks which Chinese enterprises deals with (outbound writing for short), refusals and other kind of files either inbound or outbound.



THANK YOU !