



中华人民共和国国家工商行政管理总局

State Administration for Industry & Commerce of the People's Republic of China



Effective Strategies for the Promotion of Intellectual Property Rights and, in Particular, the Madrid System

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General Introduction

- History of accession to Madrid System
- Statistics of National applications of China
- Statistics in Madrid System of China



General Introduction

History of Accession to Madrid System

1970's, Reform and opening up to the world

1989, China acceded to Madrid Agreement

1995, China acceded to Madrid Protocol



General Introduction

Statistics of National applications

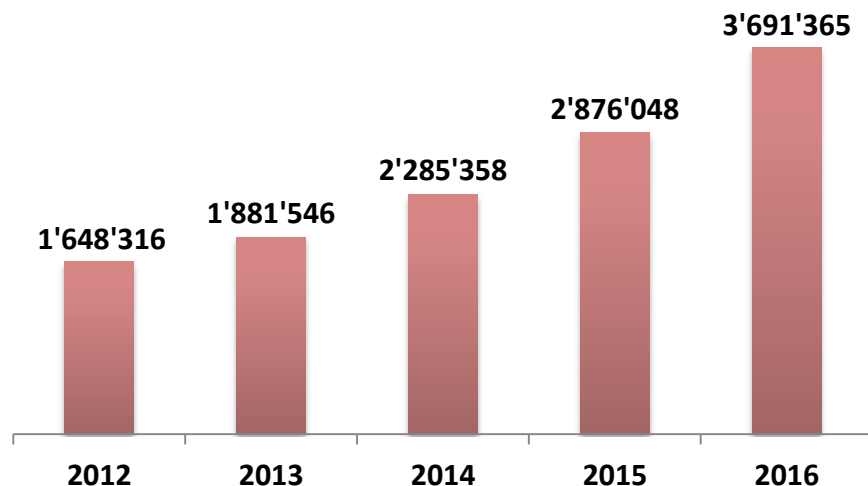
2012: 1,648,316

2013: 1,881,546

2014: 2,285,358

2015: 2,876,048

2016: 3,691,365





General Introduction

Statistics in Madrid System

Designations of China

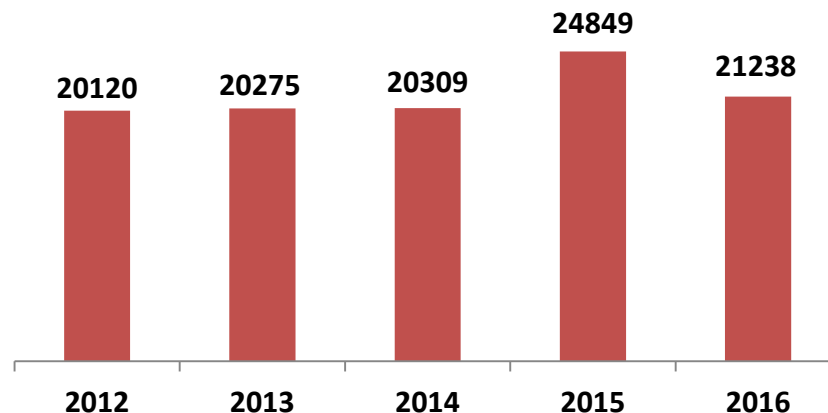
2012: 20120

2013: 20275

2014: 20309

2015: 24849

2016: 21238





General Introduction

Statistics in Madrid System

Applications from China

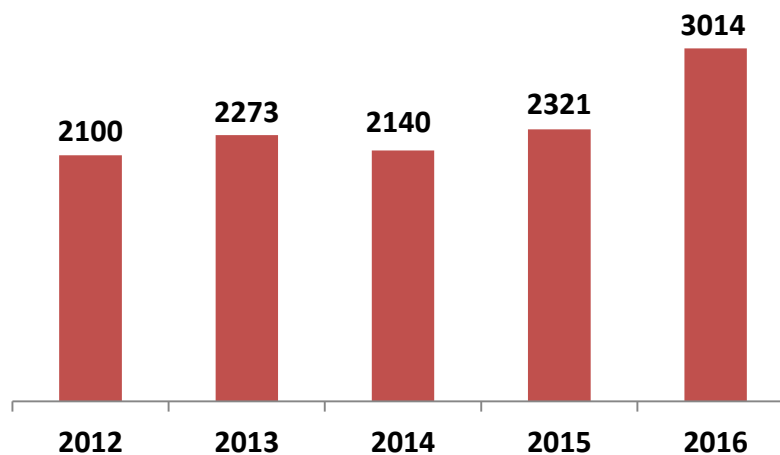
2012: 2100

2013: 2273

2014: 2140

2015: 2321

2016: 3014





General Introduction

Statistics of 2017

National applications: 3,795,620

Designations of China: 19436

Applications from China: 2283



Promotion of IP & Madrid System

- Legislation
- Administrative Efforts
- Technical Support
- Publicities and Cooperation



Promotion of IP & Madrid System

Legislation

- Trademark Law and its revisions
- Regulations for the Implementation of the Trademark Law
- Rules for the Implementation of the Madrid System for the International Registration of Marks
- Others



Promotion of IP & Madrid System

Trademark Law and its revisions

- Adoption of Trademark Law in 1982
- Revision in 1993 (service marks)
- Revision in 2001 (three-dimensional marks)
- Revision in 2013 (sound marks, multi-class application)



Promotion of IP & Madrid System

Regulations for the Implementation of the Trademark Law

- Promulgation in 2002
- Revision in 2014



Promotion of IP & Madrid System

Rules for the Implementation of the Madrid System for the International Registration of Marks:

- Promulgation in 1996
- New promulgation in 2003
- Abolished (detailed rules absorbed by the newly revised *Regulations for the Implementation of the Trademark Law*)



Promotion of IP & Madrid System

Administrative Efforts

- Broadening application channels
- Optimizing process and simplifying applications
- Protection for IP
- Trademark agency
- Special efforts for Madrid System



Promotion of IP & Madrid System

Broadening application channels

- Local reception windows: 76 around the country
- Trademark Examination Cooperation Centers: Beijing, Guangzhou, Shanghai, Chongqing
- E-application service



Promotion of IP & Madrid System

Optimizing process and simplifying applications

- Multi-class application
- Reduce application materials
- Independent Examination



Promotion of IP & Madrid System

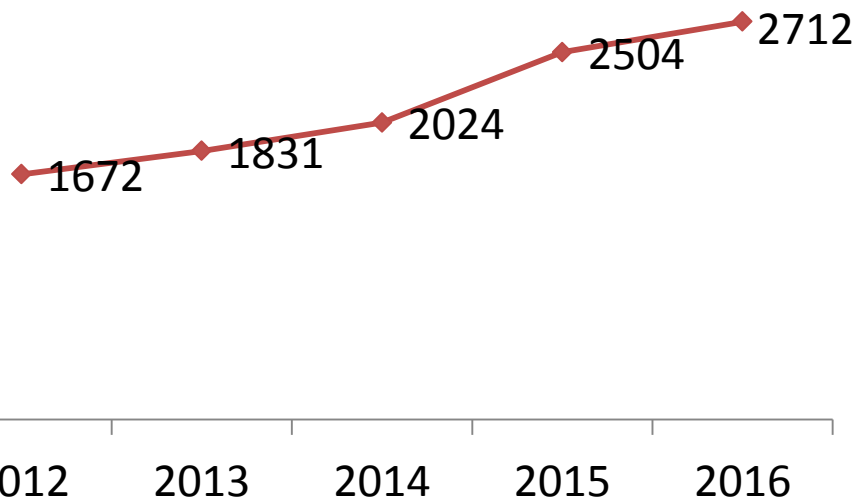
Protection for IP

- Protection home
- Protection abroad



Promotion of IP & Madrid System

Trademark agency



Numbers of new registered trademark agencies



Promotion of IP & Madrid System

Special efforts for Madrid System

- Reception window in Shanghai
- Simplifying application materials
- Eliminate the fee for transmitting Madrid applications
- Revise the Chinese application forms
- CTMO collects (RMB) and forwards (CHF) fees to IB
- Independent examination



Promotion of IP & Madrid System

Technical Support

- Upgrade of automation system for Trademark
- E-application and online services
- Special efforts for Madrid System



Promotion of IP & Madrid System

Special efforts for Madrid System

- Upgrade of Madrid examination system
- Progress of E-communication between CTMO and IB
- Developing E-application system



Promotion of IP & Madrid System

Publicity and Cooperation

- Publicity activities and trainings
- Cooperation with WIPO
- Cooperation with other countries



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Thank You!

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