



China's Trademark Seminar

In cooperation with the State Administration
for Industry & Commerce of the P.R.C.



The seminar is organized by the IP Key Action of the European Commission and EUIPO.

Presentations of Chinese examiners and officials will focus on the changes introduced by the reform of 2014 and current Office practice.

IPKey

PROVISIONAL PROGRAM

Location: Milan
[Address tbc]

Date: October 13th, 2016

MORNING SESSION

08:00 – 08:30 Welcome and Registration

08:30 – 08:50 Opening remarks

08:50 – 12:00

Session 1 – application and formal examination

Chaired by: IP Key

- recommendations for protecting trademarks in China - International Registrations v. national route;
- protecting trademarks in Chinese Mandarin;
- picking the right class: Chinese classification system – multi class applications - non-standard goods/services;
- e-Tools (TM Class, China's TM database);
- registration of certification marks;
- TM owners' experience.

08:50 – 09:35 SAIC

09:35 – 10:20 SAIC

10:20 – 10:40 Tea/Coffee break

10:40 – 12:15 [lawyers/TM professionals]

12:15 – 14:00 Lunch break

AFTERNOON SESSION

14:00 – 16:30

Session 2: the issue of bad-faith applications

Chaired by: [TBC]

- oppositions/invalidations against bad-faith applications (legal pre-requisites, means of evidence, enhanced protection for “well-known” trade marks);
- proving use and reputation: to which extent the use of a trade mark abroad/online can have an impact on domestic 'reputation';
- formalities for evidence originating from abroad;
- evidence requirements in non-use cancellation actions;

Session 3: enforcing trademarks

- oppositions/invalidations based on prior rights other than trademarks;
- revocation of trade names infringing on trademarks;
- enforcement of trademarks in e-commerce;
- enforcement of GIs under the trademark system;

14:00 – 14:40 SAIC

14:40 – 15:20 SAIC

15:20 – 15:40 Tea/Coffee break

15:40 – 16:00 SAIC

16:00 – 16:30 SAIC

16:30 – Closing



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Intellectual Property: A Key to Sustainable Competitiveness

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