



CHINA TRADEMARK & PATENT LAW OFFICE LIMITED

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Annual Development Report On China's Trademark Strategy (2010)

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 2010

Subject Matter	Domestic	International	Madrid	Overseas Total	Total
Applications Filed for Registration	973460	67838	30889	98727	1072187
Applications Filed for Renewal	59883	13050	5083	18133	78016
Applications for Opposition	31191	17580	159	17739	48930
Modification Applications	93388	28136	6471	34607	127995
Assignment Applications	71306	11241	3635	14876	86182
Trademark Preliminarily Approved	931663		29859		961522
Registrations Approved	1211428	108510	29299	137809	1349237



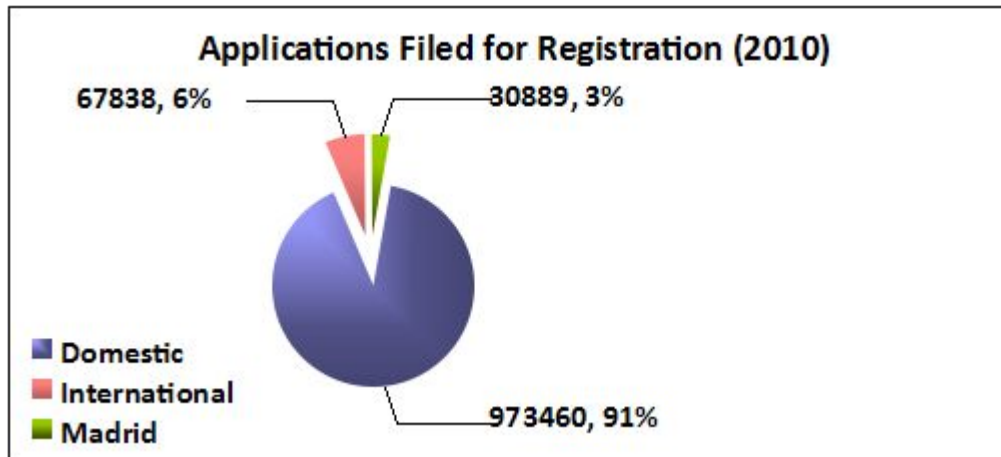
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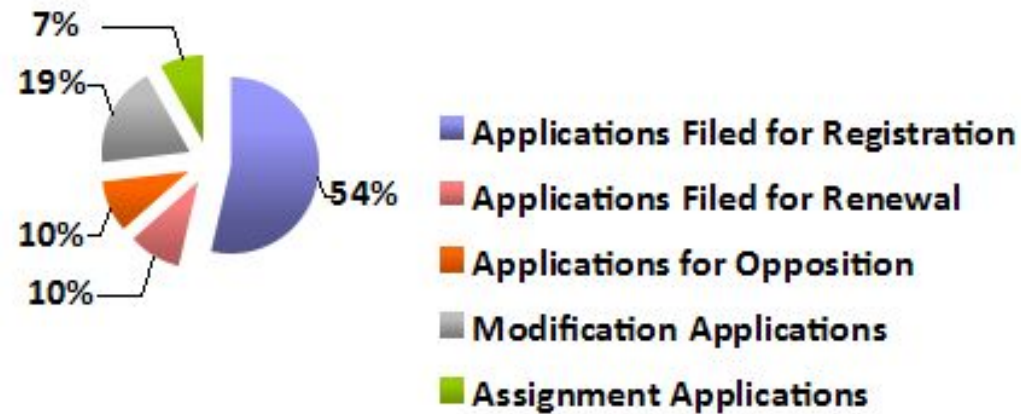
Subject Matter	Domestic	International	Madrid	Overseas Total	Total
Trademarks Refused		278970	10299		289269
Trademarks Partly Refused		225881	4008		229889

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

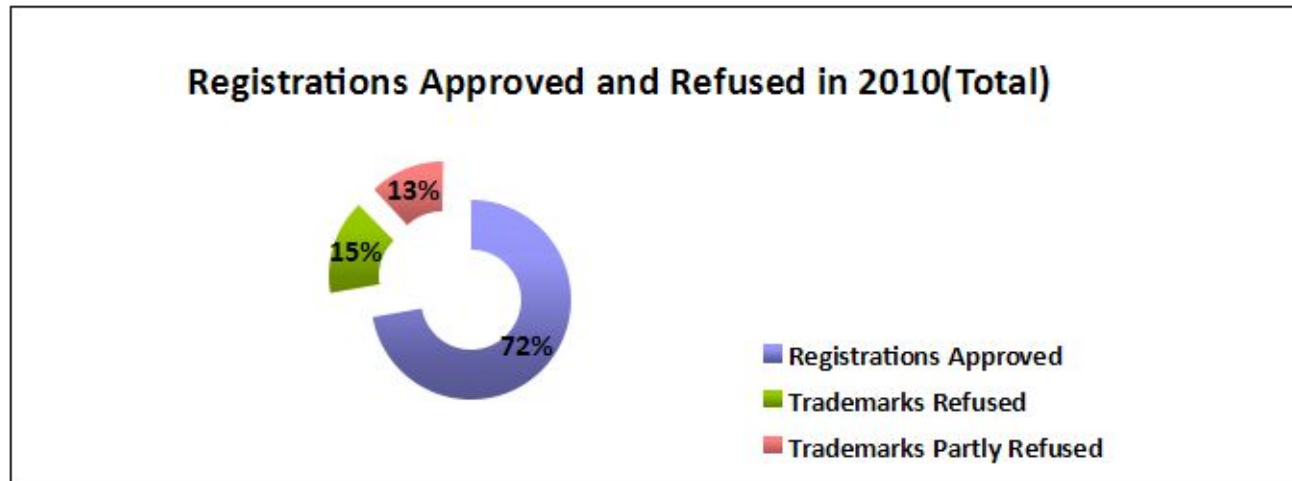


The overseas applications took nearly **9%** of the total amount of applications filed for registration in China and among them, **1/3** were through the Madrid system.

Overseas Application Statistics Sorted by Types(2010)



The applications filed for **registration** and **modification** took nearly **73%** of the total applications that applied by overseas applicants.



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 2010

Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Afghanistan	153	0	153	Germany	2547	3786	6333	Papua New Guinea	16	0	16
Albania	1	0	1	Ghana	7	0	7	Paraguay	1	0	7
Algeria	21	0	21	Gibraltar	6	7	13	Peru	21	0	21
Andorra	10	0	10	Greece	85	196	281	Philippines	81	2	83
Angola	15	0	15	Guatemala	1	0	1	Poland	65	97	162
Anguilla	25	0	25	Guinea	6	0	6	Porto Rico	14	0	14
Argentina	110	0	110	Hungary	24	20	44	Portugal	69	29	98
Australia	1410	1885	3295	Iceland	2	65	67	Portugal Madeira Island	5	0	5
Austria	236	353	589	India	465	0	465	Qatar	7	0	7
Azerbaijan	31	0	31	Indonesia	128	0	128	Republic of Dominica	8	0	8
Bahamas	52	0	52	Iran	151	2	153	Republic of Kazakhstan	5	55	60



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Bangladesh	4	0	4	Iraq	48	0	48	Republic of Korea	4606	1082	5688
Barbados	79	1	80	Ireland	136	160	296	Republic of Uzbekistan	2	0	2
Belgium	284	0	284	Isle of Man	27	0	27	Romania	61	2	63
Belize	7	0	7	Israel	118	24	142	Russia	319	7	326
Belize	3	0	3	Italy	1489	595	2084	Rwanda	1	0	1
Benelux	0	978	978	Jamaica	4	0	4	San Marino	6	0	6
Bermudas	133	0	133	Japan	16067	3954	20021	Saudi Arabia	63	0	63
Botswana	0	45	45	Jordan	23	0	23	Senegal	1	0	1
Brazil	283	0	283	Kenya	2	0	2	Seychelles	85	0	85
British Guernsey Island	5	0	5	Kuwait	9	0	9	Singapore	1244	555	1799
British Virgin Islands	3077	0	3077	Kyrgyzstan	5	0	5	Slovakia	10	0	10
British West Indies	195	0	195	Latvia	6	6	12	Slovenia	1	31	32
Brunei	144	0	144	Lebanon	32	0	32	South Africa	222	8	230
Bulgaria	30	12	42	Liberia	9	0	9	Spain	844	744	1588
Burma	39	0	39	Libya	2	0	2	Sri Lanka	14	0	14



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Cambodia	4	0	4	Liechtenstein	55	3	58	St Vincent	3	0	3
Canada	1266	4	1270	Lithuania	1	21	22	Sweden	350	1552	1902
Cayman Islands	1454	0	1454	Luxembourg	255	0	255	Switzerland	1186	87	1273
Chile	159	0	159	Madagascar	0	3	3	Syria	62	1	63
Colombia	107	0	107	Malaysia	802	0	802	Tajikistan	1	0	1
Cook Islands	29	0	29	Malta	11	11	22	Tanzania	6	0	6
Costa Rica	3	0	3	Marshall Islands	73	0	73	Thailand	343	0	343
Cote d'ivoire	2	0	2	Mauritius	72	0	72	The Democratic Republic of the Congo	2	0	2
Croatia	6	0	6	Mexico	527	0	527	The Republic of Yemen	10	0	10
Cuba	7	0	7	Monaco	73	14	87	Togo	10	0	10
Cyprus	56	16	72	Mongolia	4	0	4	Trinidad and Tobago	4	0	4
Czech Republic	44	49	93	Morocco	17	0	17	Tunis	1	0	1



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Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total	Country / Region	International	Madrid	Total
Denmark	412	1292	1704	Namibia	3	0	3	Turkey	103	1157	1260
Ecuador	14	0	14	Nepal	4	0	4	U.S.A.	17090	6256	23346
Egypt	67	1	68	Netherlands	781	0	781	Ukraine	64	0	64
English Channel Islands	12	0	12	Netherlands Antilles	8	42	50	United Arab Emirates	380	0	380
Estonia	1	81	82	New Zealand	386	9	395	United Kingdom	3308	3306	6614
Ethiopia	1	0	1	Nigeria	25	0	25	United States Virgin Islands	8	0	8
Fiji	2	0	2	Norway	66	624	690	Uruguay	15	0	15
Finland	195	837	1032	Oman	7	0	7	Venezuela	33	0	33
France	2067	813	2880	Palestine	0	0	0	Viet Nam	43	6	49
Georgia	0	3	3	Panama	61	0	61	Western Samoa	110	0	110
Total	International: 67838		Madrid: 30889		Total: 98727			Zambia	3	0	3

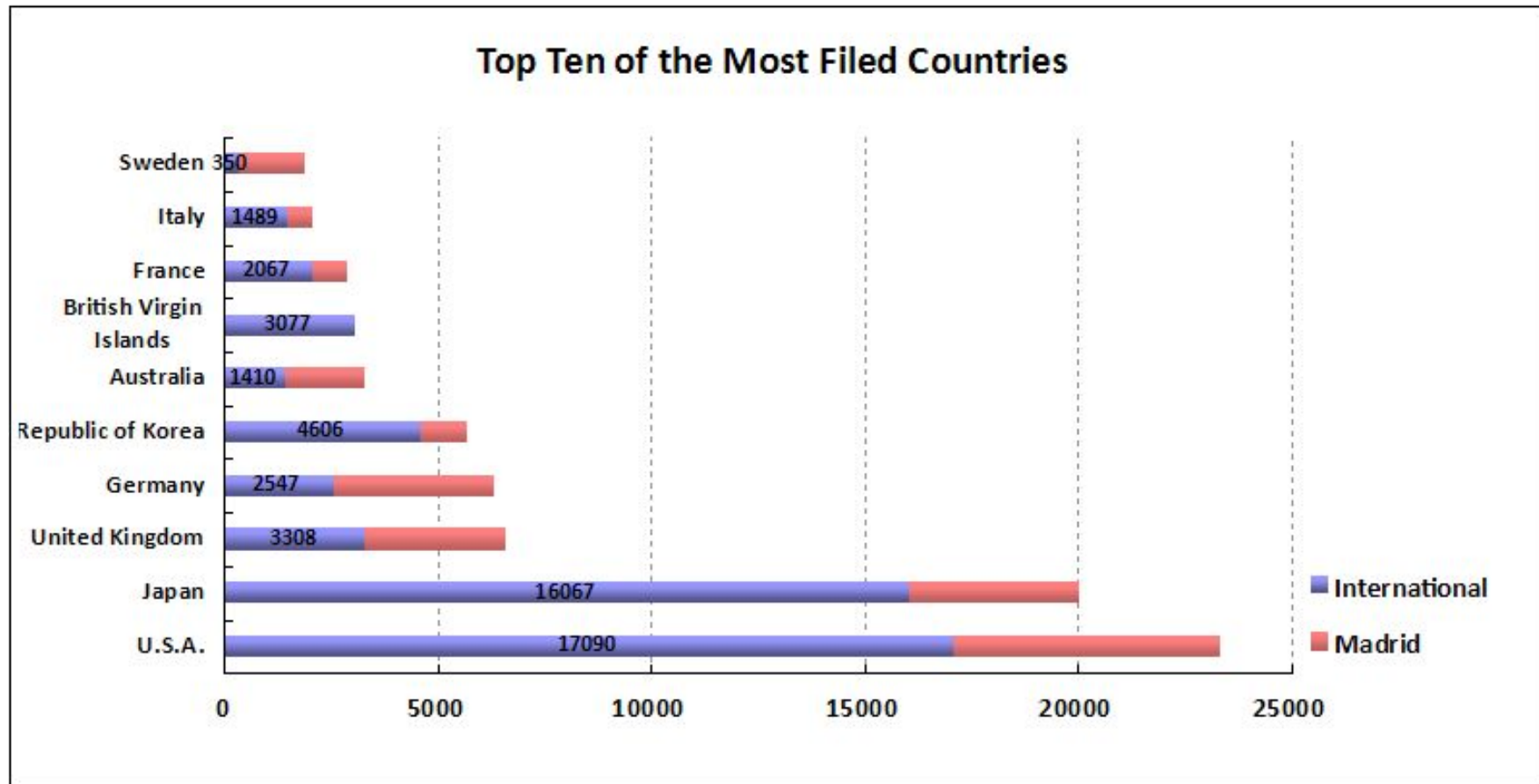
Note: The Red Cells are the country which filed more than 1000 applications in 2010.



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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 2010

Class	Applications					Registrations				
	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
1	18827	1524	755	2279	21106	26825	2979	798	3777	30602
2	9444	515	190	705	10149	12926	1037	223	1260	14186
3	27658	4032	1147	5179	32837	38096	5407	1137	6544	44640
4	6529	469	250	719	7248	8758	818	208	1026	9784
5	31923	2994	1056	4050	35973	43149	5035	1393	6428	49577
6	24659	1240	739	1979	26638	31137	2021	651	2672	33809
7	33592	2600	1308	3908	37500	46227	4019	1134	5153	51380
8	7034	737	360	1097	8131	8834	960	364	1324	10158
9	55890	6261	3086	9347	65237	63823	9249	2659	11908	75731
10	10084	1541	938	2479	12563	11596	2292	766	3058	14654
11	45518	2116	1055	3171	48689	45232	2771	888	3659	48891
12	19863	1652	662	2314	22177	24924	2174	720	2894	27818
13	2069	83	35	118	2187	2531	165	58	223	2754
14	14961	1456	670	2126	17087	17676	2205	678	2883	20559
15	2563	245	48	293	2856	3571	344	58	402	3973
16	20031	2211	1168	3379	23410	31684	4241	1023	5264	36948
17	8982	831	462	1293	10275	14349	1394	483	1877	16226



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Class	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
18	22702	2561	1057	3618	26320	25719	3815	930	4745	30464
19	24609	664	426	1090	25699	35832	1280	416	1696	37528
20	27446	1275	714	1989	29435	31645	2024	696	2720	34365
21	17932	1668	640	2308	20240	23423	2249	540	2789	26212
22	3813	259	95	354	4167	6193	630	137	767	6960
23	3327	153	58	211	3538	5473	392	64	456	5929
24	15781	1016	501	1517	17298	23942	1908	448	2356	26298
25	107766	5585	1844	7429	115195	126422	7959	1268	9227	135649
26	5889	489	183	672	6561	9285	724	146	870	10155
27	5009	276	144	420	5429	6431	572	137	709	7140
28	13934	1751	674	2425	16359	20672	3370	703	4073	24745
29	39696	1575	433	2008	41704	36324	1490	437	1927	38251
30	59750	2639	623	3262	63012	79465	3748	548	4296	83761
31	24675	628	201	829	25504	21245	718	241	959	22204
32	19614	1313	414	1727	21341	24687	1780	467	2247	26934
33	29074	1980	492	2472	31546	27436	2184	640	2824	30260
34	3038	190	77	267	3305	3219	288	158	446	3665
35	59382	3461	1741	5202	64584	65542	5698	1140	6838	72380
36	15077	1133	623	1756	16833	19827	2371	561	2932	22759
37	14483	933	765	1698	16181	21620	2206	867	3073	24693
38	7398	708	587	1295	8693	11025	1706	714	2420	13445
39	11034	534	364	898	11932	15203	1154	454	1608	16811



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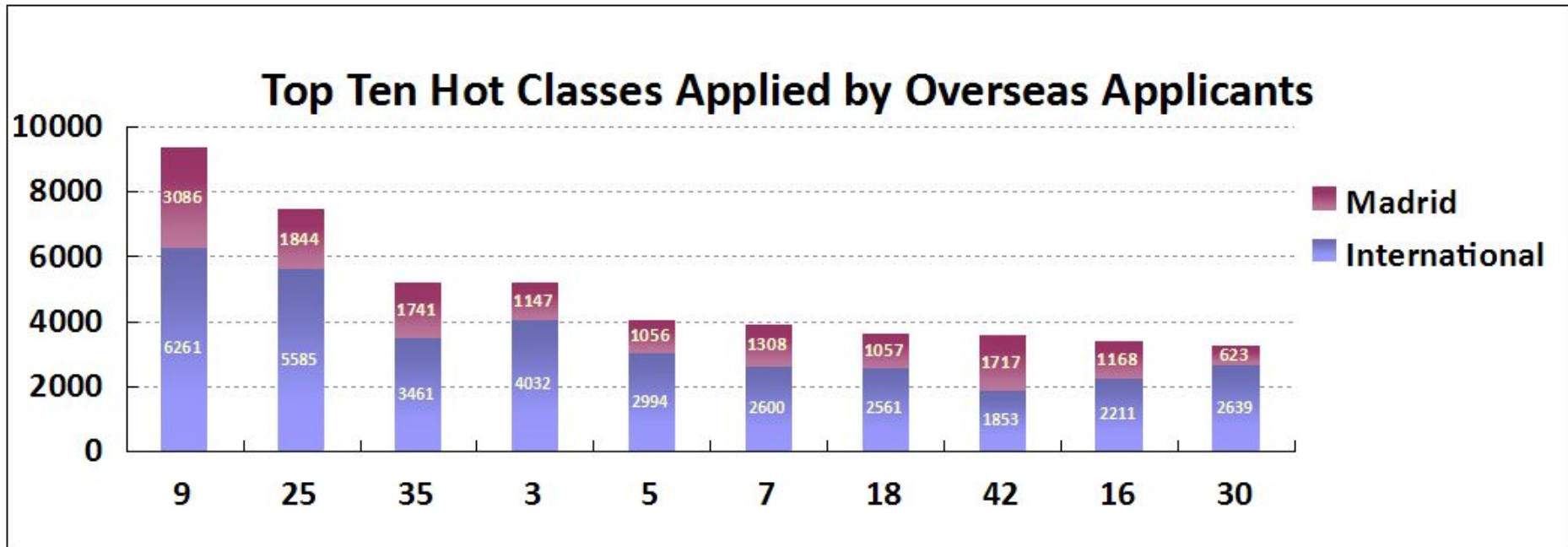
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Class	Domestic	International	Madrid	Overseas Total	Total	Domestic	International	Madrid	Overseas Total	Total
40	7575	453	379	832	8407	11533	1178	465	1643	13176
41	23139	2075	1177	3252	26391	28840	3716	1106	4822	33662
42	21344	1853	1717	3570	24914	25257	3586	1771	5357	30614
43	32523	1196	401	1597	34120	46889	2379	343	2722	49611
44	13136	640	327	967	14103	19865	1441	372	1813	21678
45	4687	323	303	626	5313	7076	833	289	1122	8198
Total	973460	67838	30889	98727	1072187	1211428	108510	29299	137809	1349237

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 most.



Part 4 The trend of development of overseas application

