

WORLD PATENT & TRADEMARK LAW OFFICE (WPTO)

Latest Situations and Developments of Trademark Applications and Examinations in China”

According to a recent mass media report, Fu Shuangjian, who is currently deputy chief of Administration Bureau of Chinese Industry and Commerce, paid a visit to Taiwan on June 15, 2009, during which he gave a comprehensive presentation and outline on the latest situations and developments of Trademark applications and examinations in China. The followings is a synopsis of his remarks made during his visit:

1. Since the year of 2002, China has topped the list of the world in trademark applications for the seventh consecutive year, and up to the end of 2007, the backlog of trademark applications pending examination has reached an unprecedented 1,800,000 cases. In this respect, Chou Bochai, chief of the Bureau, had emphatically instructed and demanded expediting of trademark case examination, while keeping the quality of examination, and that has achieved important progress and breakthrough thus far as detailed below:

(a) in 2008, the number of cases completed examination totaling 700,000 pieces, an increase of 85.27% as compared with that of 2007, with the examination period shortened from 36 months to 30 months;

(b) in 2009, 1,300,000 cases are scheduled to complete examination, with the examination period shortened from 30 months to 19 months; and

(c) in 2010, 1,400,000 cases are targeted to complete examination, with the examination period shortened from 19 months to 12 months.

2. According to statistics released by the Administration Bureau of Chinese Industry and Commerce, up to the present, there are now 1624 nationwide well-known trademarks issued in China. Wherein, the nationwide well-known trademarks registered by foreign owner include: USA 34 pieces, Japan 21 pieces, France 10 pieces, England 7 pieces, Germany 5 pieces, Holland 4 pieces, Switzerland 4 pieces, Korea 3 pieces, Italy 2 pieces, Thailand 2 pieces, British Virgin Islands 2 pieces, Bermuda 1 piece, Singapore 1 piece, Ireland 1 piece, and Finland 1 piece, totaling all together 98 pieces.

3. In the first quarter of 2009, China has cracked down on 6149 counterfeit trademark cases, an increase of 0.62% over the corresponding period of last year.

Finally, in other related development, it is worth mentioning that, recently, “Chiwan” has become a “catch word” of hot topics in trade and commerce worldwide. It represents “China” plus “Taiwan”, and they have become a most complete and closely connected economic entity, and it is estimated and forecasted that China will surpass the United States as the first and most powerful economic entity in the world. At this juncture of formation of “Chiwan” economic entity, we are glad to learn that Daniel Lee, Director

and attorney-at-Law of our office (World Patent & Trademark Law Office) was appointed as Arbitrator of Arbitration Committee of the People's Republic of China recently on June 15, 2009. Consequently, we are confident that our office is quite capable of handling various patent, trademark and law issues and disputes between China, Hong Kong, Macao, and Taiwan on both sides of Taiwan Straits, in promoting progress and development in this respect.

We hope that this information will be of useful service and assistance to you.

For more information about our firm, please visit our website at:

<http://www.wpto.com.tw/>.

If you have any questions, please feel free to contact us.

Thank you for your kind attention.

Yours truly,

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