



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



Improving the Efficiency of the Office in the Designated Contracting Party

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- China became party to the Madrid Agreement in 1989 and became a member of the Protocol in 1995. After 27 years' operation of the Madrid system, China has become the most designated contracting party. Last year we got 24849 designations and about 39000 modifications. And the designations have increased year after year.



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- The designations of China have increased year after year

Year	designations
2011	18724
2012	20120
2013	20275
2014	20309
2015	24849



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How to improve our efficiency to better implement the Madrid system

- Legal system
- Institution and personnel
- Technical Support



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- Legal system
 - 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
 - Flexibility of the Madrid System
 - Solutions for the conflicts between the Madrid system and the domestic system



Legal 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)



Legal system

- Regulations for the Implementation of the Trademark Law
- Promulgation in 2002
- Revision in 2014



Legal system

- Rules for the Implementation of the Madrid System for the International Registration of Marks
 - Promulgation in 1996
 - New promulgation in 2003
 - Abolished



Legal system

- Flexibility of the Madrid System
- Rule 17(5)(e)(ex officio provisional refusal not open to review before the Office)
- Rule 20bis(6)(b)(recording of licenses provided for in the domestic law, but the recording of licenses in the International Register has no effect)
- Gazette and opposition



Legal system

- Solutions for the conflicts between the Madrid system and the domestic system
- Service marks
- Classification of goods and services
- Multiple classes in an application



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- Institution and Personnel
 - International registration division(s)
 - Staffing and training
 - Trademark Examination Cooperation Centre



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Institution and Personnel

- International Registration Division(s)
- Established in 1989
- Three divisions in 2016



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Institution and Personnel

- Staffing and training
- Staffing and independent examination system
- Cooperation with French Industrial Property Institute
- Cooperation with WIPO



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Institution and Personnel

- Trademark Examination Cooperation Centre
- Established in 2014
- More trademark examination cooperation centre in other cities such as Guangzhou, Shanghai



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- Technical support
- Upgrade of automation system
- Progress of electronic communication



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Thank you !

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