

Brand Owners, Beware: Chinese Trademark Law May Be Changing

By [Amanda B. Agati](#) and [Robin L. Warren](#)

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The CNIPA is proposing amendments to the PRC Trademark Law, including filing a Statement of Use to secure a Chinese trademark registration and prohibiting duplicative registrations.

Taken together, these changes could prevent brand owners from filing defensive applications and re-filing applications in good faith to preserve their rights once their registrations become subject to the use requirement.

There's good news, though—the proposed amendments include a system that makes it easier for brand owners to recapture marks from trademark pirates during administrative proceedings, as well as provisions that broaden the criteria for well-known mark recognition.

Stay tuned for more information about how these changes may affect your brand.

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