

2023 China Trademark Legal and Practice Updates for Foreign Brand Owners

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In order to strengthen the protection of the intellectual property rights and improve the quality control of trademark prosecution and enforcement, China issued a number of new regulations and practice guidelines in late 2022. The purpose of the new regulations, which were issued by the China National Intellectual Property Administration (the “**CNIPA**”) and the State Market Supervision Administration (the “**State MSA**”), was to further guide and regulate trademark practice as well as trademark agency conduct. In addition, on January 13, 2023, the CNIPA published *the Draft Amendment of the PRC Trademark Law* for Public Comments. The State MSA also published *the Draft Amendment of the PRC Anti-Unfair Competition Law* for Public Comments on November 22, 2022.

This post will provide a brief update on these recently published regulations and guidelines regarding trademark practice in China, including highlighting the aspects that are relevant to foreign brand owners and foreign trademark practitioners.

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