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China's New Trademark Law: What Fashion Brands Must Know

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In her article "**China's New Trademark Law: What Fashion Brands Must Know**" for ALM's *New York Law Journal*, [Sindy Ding-Voorhees](#) writes about the key changes in China's newly amended Trademark Law — set to take effect January 1, 2027 — and what fashion and luxury brands need to do now to protect their trademarks in the Chinese market.

Related People



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