

Insights: News

Brands Should Consider China in Metaverse Strategy Even if Beijing Takes Tough Stance

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“Compared to other jurisdictions, trademark filing costs in China are less expensive,” according to Kilpatrick Townsend & Stockton LLP’s Wen-Hsien (Wendy) Cheng and Lauren Ralls, who note that it is not uncommon for a brand’s mark to be “registered by a Chinese entity or individual in China before that brand even enters the market.”

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