Insights: Publications

How Can Chinese Fashion Designer Brands Protect Original Design and Brand Value in the US?

Fashion China

JUNE 1, 2020 Written by Sindy Ding-Voorhees

The article helps Chinese fashion brands and designers to understand how to protect their original designs in the US through trademark, copyright, and patent systems. It also helps Chinese fashion labels navigate some common issues with filings by Chinese applicants with the USPTO and provides strategic views on naming labels with designers' personal names and dealing with preemptive trademark registrations in the US.

In provided link, article begins on page 70.

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