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Inside China's evolving approach to tackling bad faith trademarks

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The authorities and legislative bodies in China have been implementing a range of measures to tackle the rampant problem of bad-faith applications targeting third-party brands. However, for rights holders, the nuance is all important. In this analysis, Shuang Yu will discuss the evolution of trademark examination and adjudication practices over the past decade and provide insight and best practices for addressing bad-faith filings. Before doing so, it is important to note that relevant legislative and judicial moves in the country have had a significant impact on practices related to bad-faith filings.