



Greater China Trademarks

Far East Protection

Kilpatrick Townsend brings decades of unparalleled experience securing, protecting, and enforcing client trademarks in Greater China, including the People's Republic of China, Hong Kong, Taiwan, and Macau. Based in the U.S. with an office in Shanghai, our local presence and direct, hands-on approach give us a distinct edge when handling commercial negotiations, administrative actions, and civil and criminal litigation for major U.S.-based brands within the region and for China-based clients with interests and disputes in the U.S. and Europe.

Reach

East Meets West

Our attorneys protect client brands through robust trademark registrations in all primary classes and subclasses in China, while identifying portfolio gaps and jurisdictions of marks subjected to immediate cancellation risks. We routinely conduct trademark coverage audits, taking into account the constantly-evolving market and business focus in Asia, and we help clients design, implement, and execute substantial and strategic trademark filing programs. We also procure “well-known” status for client marks, as well as devise offensive strategies against encroaching marks infringing our clients’ brand in their English form, Chinese form, or “brand concept” in other local languages.

Approach

Strong Ties

Our team — including four attorneys fluent in Chinese — leverages its deep understanding of the Chinese culture to successfully navigate the Chinese legal system and maintain connections with individuals, entities, and businesses in China. We work aggressively to help clients overcome hurdles and combat trademark piracy to support their market expansion. As a result, we have achieved great success in Chinese courts in both administrative and civil actions, and have successfully dealt with trademark squatters, while navigating the Chinese Trademark Review and Adjudication Board (TRAB) and the Beijing Intermediate Courts.

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