



Quality Control and Criteria in Trademark Aspects of CNIPA

Haiyan Zheng,
Trademark Office, CNIPA
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Efficiency enhanced

- pendency periods greatly shortened
 - 8 months by end of 2017
 - 6 months by end of 2018
 - 5 months at present



quality control as top priority for 2019



President
Xi Jinping

- 2017 optimizing IP-related laws and regulations, raising IP examination quality and efficiency
- 2018 cultivating fair market environment, strengthening IPR protection

CNIPA

- 2019 Further measures will be taken to fully strengthen IP protection. IP examination quality and efficiency should be further raised by shortening trademark and patent examination pendency period (by Commissioner Shen)

Trademark
office

- 2019 as the Quality Raising Year Workplan

quality control



- Measures taken to raise quality

regulations made to address quality control

quality assessment

training

regulations



- Quality Control and Supervision Rules regarding Trademark Substantial Examination
- Measures on Evaluation and Management of Examiners
- Measures on Guidance of Trademark Substantial Examination
- Work Regulations on Trademark Substantial Examination
- Quality Control and Supervision Rules regarding Madrid International Trademark Examination

Quality assessment



- Issue quarterly and annual quality assessment reports
- Both periodical sampling checks & feedbacks from outside as indexes of examination quality and as important factors when considering examiners' qualifications and centers' expenditures.

training



- Standardized training courses, materials and procedures
- Trainings offered to examiners when they are employed, transferred from other posts or promoted to new positions.
- Specific trainings periodically offered

Examination criteria



Trademark Examination and Adjudication Guideline

- reference book for examiners to follow
- Basic but general guidelines with examples
- revised not often

Trademark Examination Guiding Opinions

- as a supplement to the Guideline
- addressing common issues

Example: Guiding Opinion on Fighting Bad Faith Filings



- Four types of typical bad faith trademark filings refused registration
- Factors to be considered:
 - quantity of trademark filings, records of the applicant that trademark office or courts have made decisions on its bad faith filings.

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combating bad-faith filings

- revision of the Trademark Law April. 23, 2019
- various measures taken





Thank you for listening!