

意大利

ITALY NATIONAL PAVILION

国家馆

Introduction of Trademark Qualification

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Agenda

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Required Document of Trademark Qualification

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Trademark Registration Process in China

JD Italy Pavilion Project

Required Document of Trademark Qualification

Document	JD's Requirement	Business Mode	
		Cross Border	General Trade
Madrid trademark (must include a certificate of territorial extension)	Madrid trademark	√	√
<i>Notice of Acceptance of Trademark Registration Application</i>	TM mark	-	√
<i>Certificate of Registration</i>	R mark	√	√

Remarks:

- In **cross-border mode**, JD requires: Madrid trademark (must include a certificate of territorial extension) **or** Certificate of Registration (R mark)
- In **general trade mode**, JD requires: Madrid trademark (must include a certificate of territorial extension) **or** Notice of Acceptance of Trademark Registration Application (TM mark) **or** Certificate of Registration (R mark)
- **The qualification above is provided by JD, if there is any adjustment, JD's latest rules shall prevail**

JD Italy Pavilion Project

Example



(EXAMPLE)

Madrid trademark

(must include a certificate of territorial extension)

Remark: The designations under the Madrid protocol must include China

JD Italy Pavilion Project

Example

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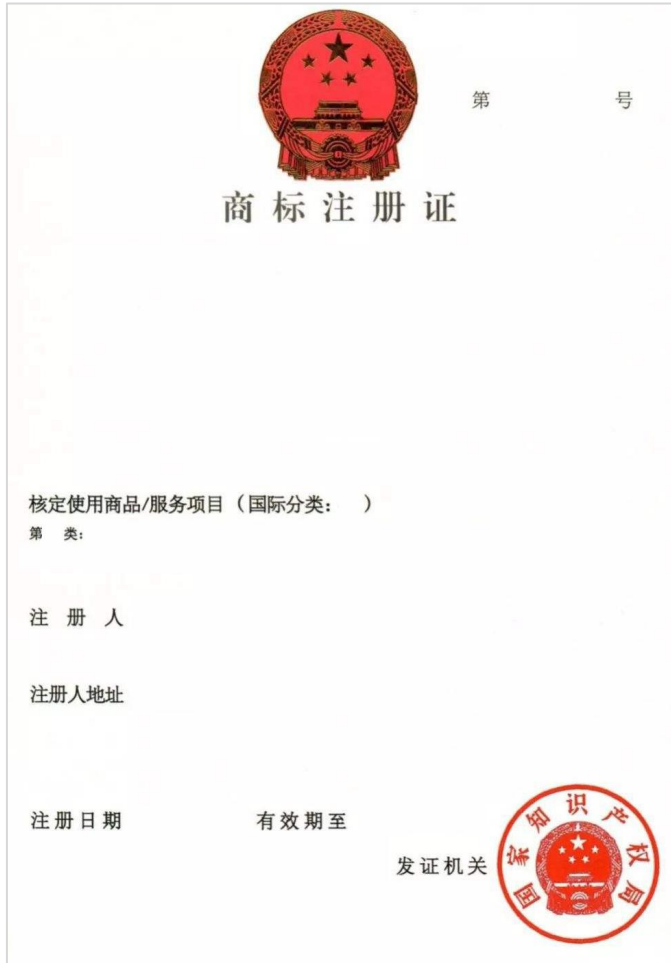
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(EXAMPLE)

Notice of Acceptance of Trademark Registration Application



(EXAMPLE)

Certificate of Registration

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Required Document of Trademark Qualification

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Trademark Registration Process in China

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Trademark Registration Process in China

No.	Process	Document	JD's Requirement	Time-consuming (in general)	Business Mode
1	Application receipt	Submit application materials	-	-	-
2	Print the acceptance notice	Issue the " <u>Notice of Acceptance of Trademark Registration Application</u> "	TM mark	1-3 months	Cross Border & General Trade
3	Registration certificate issuance	Issue the " <u>Certificate of Registration</u> "	R mark	over 12 months	General Trade

■ Process Description:

1. Apply for and submit materials to the Trademark Office of National Intellectual Property Administration
2. After the trademark application is submitted, if it meets the requirements, within 1-3 months, the "Notice of Acceptance of Trademark Registration Application" will be issued, corresponding to JD's **TM mark** requirement
3. The issue of "Trademark Registration Certificate" will take over 12 months, corresponding to JD's **R mark** requirement

■ Remarks:

1. The Italian company needs to be the trademark holder, but the trademark application can be handled by the Italian company itself, or by the lawyer appointed by the Italian company
2. The time mentioned above is situation in general , and the examination period of individual trademarks will be different. The specific period needs to be confirmed with the handling agency and the processing time of the Trademark Office shall prevail

■ Source of Information above:

1. Trademark Office of National Intellectual Property Administration: <http://sbj.cnipa.gov.cn/>
2. JD platform



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