



意大利

ITALY NATIONAL PAVILION

国家馆

Introduction of Trademark Qualification

Prepared by WISEPARTNERS
2021.1.21

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	√	√
Madrid trademark (with an WIPO presentation requesting territorial extension of China)	Madrid trademark	√	-
Oversea trademark must be valid to verify on an authorized website	Oversea trademark	√	-
Notice of Acceptance of trademark Registration Application	TM mark(CN)	-	√
Certificate of Registration	R mark(CN)	-	√

Remarks:

- In **cross-border mode**, JD requires: Madrid trademark (must include a certificate of territorial extension) or Oversea trademark which is valid to verify on an authorized website, Madrid trademark (with an WIPO presentation requesting territorial extension of China) is accepted
- In **general trade mode**, JD requires Madrid trademark (must include a certificate of territorial extension) or Notice of Acceptance of Trademark Registration Application (CN TM mark) or Certificate of Registration (CN R mark). Madrid trademark (with an WIPO presentation requesting territorial extension of China) is not accepted or will be consulted according to the actual condition
- **The qualification above is provided by JD, if there is any adjustment, JD's latest rules shall prevail**



JD Italy Pavilion Project

Example



(EXAMPLE)

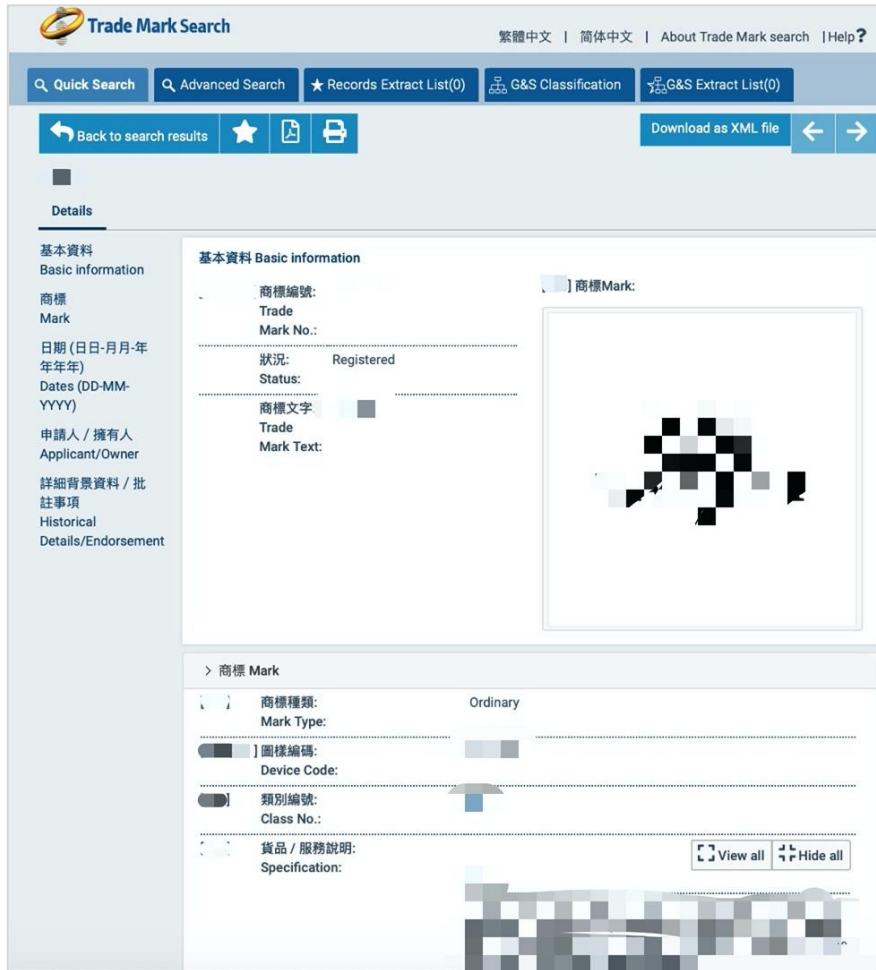
Madrid trademark

(must include a certificate of territorial extension)

Remark: The designations under the Madrid protocol must include China

JD Italy Pavilion Project

Example



(EXAMPLE)

Overseas trademark
(Take HK trademark as an example)

Remark: The registered trademark must be valid on an overseas authorized trademark website

JD Italy Pavilion Project

Example

国家知识产权局

地址: 邮政编码: ■■■ ■■■

邮政编码: 发文编号:

申请日期: 申请号:

商标注册申请受理通知书

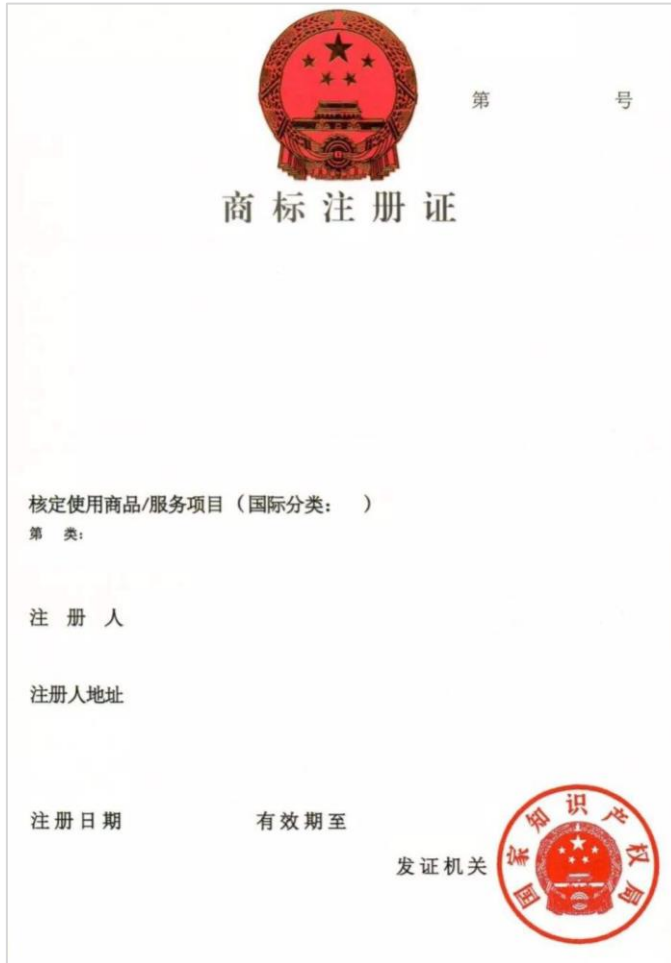
根据《商标法》和《商标法实施条例》有关规定, 此商标的注册申请我局已受理。
类别:
特此通知。

国家知识产权局
2020年10月27日
商标审查业务章
1101081487037

注: 本通知书仅表明国家知识产权局已收到申请人的商标申请, 并不表明所申请商标已获准注册。 当前页/总页: 1/1

(EXAMPLE)

Notice of Acceptance of Trademark Registration Application



(EXAMPLE)

Certificate of Registration

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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	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



WE
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TOGETHER
用过的都说好!



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