



JD policy on Trademark registration and protection

Official name of the Document	Corresponding denomination in JD's regulations	Business Mode	
		Cross Border	General Trade
International Trademark Certificate ¹ (WIPO) showing China as designated country under the Madrid Protocol, with the attached "Statement of Grant of Protection" in China ² .	Madrid trademark (including a certificate of territorial extension)	V	V
International Trademark Certificate ¹ (WIPO), showing China as designated country under the Madrid Protocol.	Madrid trademark	V	-
Oversea Trademark (verifiable on the website of the national competent TM authority of the Country of Registration ³).	Oversea Trademark	V	-
Notice of Acceptance of trademark Registration Application issued by CNIPA (competent Chinese authority)	™ mark (CN)	-	V
Certificate of Registration of the TM in China issued by CNIPA (competent Chinese authority)	® mark (CN)	-	V

¹ Please note that this certificate is not equivalent to a certificate from a national or regional Office, informing you of a domestic registration. At this stage, the certificate from WIPO is **merely an acknowledgement of compliance with WIPO's formal requirements**. The scope of protection for your mark is not known at this stage, and will ultimately depend on the outcome of the substantive examination conducted by Offices of the members designated (at the next stage).

² This document is juridically equivalent to a National certificate of registration in China.

³ It can be any third Country provided that the registration can be verified by accessing the relevant archives of the competent national authority. Please note that the EU, for the purpose of trademark application, is considered as a single Country – and has a single regulatory authority, called EUIPO.