

Shanghai trademarks generating vast value

By HAO NAN

Shanghai had another blockbuster year in 2009, when it generated more than 1.49 trillion yuan in GDP, in large part due to a host of well-known companies and brands, both homegrown and from abroad.

Chen Xuejun, vice-chief of Shanghai Administration of Industry and Commerce (SHAIC), said: "Brands help Shanghai sharpen its edge in competition and reflect the progress of the city's trademark strategy."

The city's nearly 690 companies with the status of famous brand had a total of 823.4 billion yuan in sales in 2008.

The city government began a famous trademark recognition and protection initiative in 1996 as part of its trademark strategy.

The number of trademarks in Shanghai increased almost 50 times from 2,700 in 1979 to 130,000 in 2008, while the number of famous trademarks increased from 34 in 1996 to 686 in 2009.

Nearly 70,000 registered trademarks were added over the past five years, equal to the total number in the previous 25 years, Chen noted.

Trademark quality has also improved with increasing numbers of famous trademarks from the high-

tech and financial industries.

The SHAIC has released a range of support policies for intellectual property protection including establishment of a fund to award famous brands and aid in overseas protection of domestic trademarks.

A long-term trademark supervision system has also been established to create a fair and orderly market environment. The system helped Shanghai to win an award last year as one of China's best cities for intellectual property protection from English magazine Managing Intellectual Property.

"Protecting Shanghai World Expo trademarks has been a priority in our work since 2004," said Xing Dongsheng, head of SHAIC's trademark supervision and management department.

The protection covers the Expo logo, official symbols and hallmarks of participating countries and international organizations as well as trademarks of Expo sponsors.

After an investigation in 2009, authorities located markets with high rates of infringement and cracked down on counterfeits.

In 2009, the SHAIC law enforcement team handled 2,773 trademark violations — 79 of them related to Expo trademark infringement

832.4

billion yuan

in sales was generated by 690 famous brands in 2008



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VICE-CHIEF OF SHANGHAI ADMINISTRATION OF INDUSTRY AND COMMERCE

— and seized 2.15 million pieces of illegal goods and faked trademarks.

Until the end of the year, SHAIC will continue surveillance of local markets and deepen cooperation with customs, the police and city administrative departments to watch for counterfeits, Xing said.

SHAIC has also developed software to help companies inquire about Expo franchised merchandise and know how to recognize faked goods.



Chen Xuejun (left), vice-chief of the Shanghai Administration of Industry and Commerce, honors companies with the status of local famous brands.

中国商标成就 — 企业商标展示

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China's Trademarks Show

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Trademark: BAOSTEEL

Products and services: Iron and steel, chemicals, engineering, trade, logistics and related services

Classification: I -- XLV (figurative marks not include XVIII and XXV)

Registration unit: BAOSTEEL GROUP CORPORATION

Certification date: July 11, 2005

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Legal Representative: Xu Lejiang

Contact: Xu Haibing

Address: No.370, Pudian Road, Pudong New Area, Shanghai

Tel: 86-21-38671888

Fax: 86-21-68404832

Website: www.baosteel.com



Shanghai Forte Land Co Ltd

Trademark: Forte

Products: Commercial housing construction; building; interior decoration; vehicle maintenance; building-related information; underwater construction

Classification: XXXVII

Registration unit: Shanghai Forte Land Co Ltd

Certification date: May 28, 2006

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86-21-63320055

Fax: 86-21-63325083

Address: The 5th - 7th Floor, Fosun Business Building, No.2, Fuxing Donglu, Shanghai

Postal Code: 200010

http://www.forte.com.cn



Trademark: YKK

Products: Zipper

Classification: XXVI

Registration unit: The YKK Group

Certification date: June 24, 2005

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC



Trademark: DEC, Dongfang Electric

Products: steam turbines, generators, boilers, as well as wind, hydro and other power equipment

Classification: VI, VII, XI, XII, XXXIII, XXXVII, XXXIX

Registration unit: China Dongfang Electric Corporation

Certification date: April 25, 2009

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC



Chongqing Fuling District Mustard Tuber Management Office

Trademark: Fuling Zhacai

Product: Mustard Tuber

Classification: XXIX

Registration unit: Chongqing Fuling District Mustard Tuber Management Office

Certification date: January 16, 2010

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Address: No. 20, Xinghua Zhonglu, Fuling District, Chongqing

Postal code: 408000

Tel: 86-23-72240071 (rights protection):

www.cq114.com/model/temple7/index.asp?id=445



Fuyao Glass Industry Group Co., Ltd

Trademark: FUYAO

Products: Automotive Glass, Float Glass, Architecture Glass

Classification: XII, XIX, XXI

Registration unit: Fuyao Glass Industry Group Co., Ltd

Certification date: December 29, 1999

Certifying institution: The Trademark Office of the State Administration for Industry and Commerce of the PRC

Tel: 86-591-85383777

Fax: 86-591-85363983

Address: Fuyao Industrial Zone (II), Fuqing City, Fujian Province

Postal code: 350301

Website: www.fuyagroup.com