

Protect Your Brand: Do It Early and Do It Right

Brand protection - the importance of trademark registration

Trademark Law of the People's Republic of China

Article 6: For goods that must be used in connection with a registered trademark as prescribed by the laws and administrative regulations, a trademark registration must be applied. Where no trademark registration has been granted, such goods cannot be sold on the market.

Why do you need to register trademark to protect your brand ?

1. Company's intangible assets
A product will create brand value when it gradually builds its reputation in the marketplace. Trademark registration is an effective way to protect what you have invested to build your brand and business, and to prevent any possible infringement to its maximum extent.
 2. A powerful tool for competition
Well-known and reputable brand and trademark will improve the competitiveness of the commodity, which makes easier to win the trust and confidence of consumers.
 3. Protection from unexpected claim
Avoid inadvertent infringement of others' trademark which might cause to be fined huge indemnity and compensation costs.
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ChinaWineBusiness.com

Trademark Registration Service

**TRADEMARK REGISTRATION
PACKAGE**

CNY 3,900 Yuan or EUR 530
or USD 590 or AUD 820

The Processes:

- Trademark check (1 day) Free of charge

Enter a service agreement for Trademark registration in China and pay package service fee in full amount.

- Preparation of application materials (3 to 5 days, subjects to the receipt of complete information and materials from the applicant company)
- Submission of complete application materials
- Trademark registration initial check (1 month)
- Issue Trademark Registration Application Acceptance Letter
- Substantive examination of trademark (9 - 12 months)
- Announcement period (3 months)
- Issue and grant registered Trademark certificate

Remarks: Trademark's formats include:

1. Words only (in letters/numbers);
2. logo of the company or the product;
3. Combination of the above two.

A successful trademark registration may include a multiple application of the above which our team will advise to our clients. Inclusive of a Chinese title/name is also an added advantage to the winery's interest should this Chinese name/title be available.

For further detailed information and any queries, please contact:
info@ChinaWineBusiness.com and we'll reply to all your inquiries.

TERMS & CONDITIONS

Payment: Full payment in advance upon confirmation of order

Bank account information:

Bank: Bank of China

Branch: Guangzhou Bai Yun Hotel Sub-branch

Address: A1-A3 Integrated Building, Bai Yun Hotel,
No. 367 Huanshi East Road, Guangzhou, 510095, CHINA

Beneficiary: Lifica eCommerce Guangzhou Limited

Account Nr.: 641867172340

SWIFT: BKCHCNBJ400

We could also accept payment via PayPal by your credit card. Please contact us for further information of our PayPal account.