



BRAND PROTECTION IN CHINA

How to protect your brand on the internet in China
Challenges, Facts and Solutions



Brand Risk in China

- Are your brands well-known in China?
- Do Chinese citizens like your products?
- Have you maximized your reach to all potential customers?
- Are you selling your products and services online in China?
- Are you aware of what the biggest threats to your brand are?
- Do you know how to find the infringement and take down counterfeit/infringing content?
- Are you active on Facebook and Twitter? How about Weibo, QQ and Wechat?

Background and facts

Have an Online Brand Protection Strategy in China

The overall landscape of the internet in China is changing rapidly thanks in part to advancements in mobile technology, the rapid growth of social media and the introduction of new generic top-level domains (gTLDs) in Chinese script. On the one hand, this brings plenty of opportunities for companies who market their products and services online in China. On the other hand, the fast-paced development also increases serious threats such

as counterfeiting, phishing, cybersquatting and other types of infringement. Because China's economic and legal intellectual property environments are still developing, there is a larger burden on the brand owner to protect the brand in China both physically and online. Therefore, companies should have an online brand protection strategy to protect their reputation, intellectual property and revenue in China.



A few facts:

- 618 million Internet users in China by the end of 2013 (Source: China Internet Network Information Center (CNNIC)).
- 213 billion US dollars spent by Chinese web-shoppers in 2013 (Source: Businessweek.com).
- 71 percent annual compound growth rate of Chinese ecommerce market since 2009. (source: CNNIC/Businessweek.com).
- Weibo had 129.1 million monthly active users by the end of 2013 (Source sec.gov). WEIBO is a popular Chinese social media site similar to a combination of Facebook and Twitter
- WeChat had 395.8 million monthly active users in the first quarter of 2014. WeChat (Weixin in Chinese) is a Chat/Messenger service similar to a combination of Facebook & Skype (source: Tencent.com).
- Alibaba (including Taobao.com/Tmall.com) sales were more than double that of Ebay and Amazon combined in 2013 (Source forbes.com).
- New Chinese .COM domain extension – In 2014, China is introducing a new domain .COM domain name in Chinese Script .公司(.gong si).

Thomsen Trampedach provides a complete package of online brand protection Services in China

Thomsen Trampedach GmbH, founded in 2007, is a Swiss consulting company that focuses on delivering a high level of dedicated and transparent corporate domain name management and online brand protection services to large brands. We tailor the strategy to the needs of each individual client. With the background and knowledge of Chinese economy, culture and society, our Chinese experts can help you protect your brand on the internet in China.



How we work with clients:

Analysis

- Landscape Report

Based on our own technology and software, we deliver a complete online registration landscape report of each client's key brands or names. This covers web content, ecommerce sites, domain names and Social Media.

- Risk Assessment

We identify and/or assess the risk of potentially infringing third party domain name registrations, e-commerce sales, social media user names, third party search engine keywords and non-consolidated domain name registrations by subsidiaries, affiliates or agencies.

Registration

- We register Chinese domain names, user names and brand names. We can translate names into Chinese script and/or Pinyin and register the domain name with .CN and .中国 as well as all new Chinese gTLDs. We also provide Local Presence Trustee Services.
- We perform domain portfolio management, consolidation and migration of Chinese domain names, including transfer, renewal, forwarding, and generating of all necessary documents in China.
- We register user names on Chinese social media such as Weibo, Wechat, QQ, Renren and Douban etc. Also, we identify infringement and report availability of user names across Chinese top 10 social media sites and important local sites. We evaluate relevant social media sites and can occasionally log in when required. We can file complaints where someone else has already registered your brand name as a user name on a Chinese social network.

Monitoring

- We monitor domain name registrations, web content and social media user names. We report new registrations weekly, monthly or quarterly. Further, we identify patterns amongst the infringers, which enable us to go after “the big fish”.
- We monitor products sold on Chinese web-shopping sites. We scan products sold on Chinese auction sites and other online shopping sites (alibaba, taobao, 360, and more). Also, we assess and update actual and potential abuse and counterfeiting.

Take Down

- We send take down letters in Chinese to registrants, web operators, hosting providers, and e-commerce websites in China.
- Together with our Chinese resource and attorney partners, we take care of legal procedures and actions required in China. We recommend involving both legal and marketing departments as well as your regional office in China.

Thomsen Trampedach - China Experts

If you are interested in learning more, please contact Jannik Skou or Xue Li by email or phone.



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