

## Press Release

### Alarming: Chinese Counterfeiters Register Bad-Faith Trademarks in Germany

Chinese counterfeiting and piracy has become more sophisticated. The latest trend: Chinese forgers register trademarks in bad faith in Germany in order to better defend themselves in trademark infringement proceedings in China.

This practice is possible because the German Patent and Trademark Office (DPMA) does not search for similar old trademarks when registering in Germany – new trademarks, by comparison, are registered quickly after formal examination. Chinese counterfeiters exploit this gap. They register bad-faith trademarks at the DPMA, which only slightly differ from well-known Western original brands.

It has become easier for Chinese forgers to legally export their counterfeits to Germany and to offer it in the German market. In China, the registration by the German office serves as a legal justification for their bad faith applications. With a German trademark certificate at hand, counterfeiters can better defend themselves against the suing original manufacturer in front of Chinese courts and authorities.

German companies that own well-known brands should be very alarmed. Therefore, it is advisable to scan trademark databases for suspicious Chinese companies on a regular basis. It is particularly important to search for registrations of figurative marks and trademarks written in Chinese characters, which were used as translations of the German brand names. Usual monitoring tools ignore this kind of research.

Find information about the sustainable and effective fight on Chinese counterfeiting and piracy in our videos:

<https://www.youtube.com/watch?v=wBwECsY60vg&feature=youtu.be>

<https://www.youtube.com/watch?v=f3EcR7bQg8Q&feature=youtu.be>

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