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How China's IP Proposal Could Affect US Brands' TM Strategy

Intellectual Property attorneys Lee Eulgen, Lee Stark, and Alexandra Maloney authored the article "How China's IP Proposal Could Affect US Brands' TM Strategy," published by *Law360*. Eulgen, Stark, and Maloney discuss how China's draft Trademark Law amendment proposes considerable changes to combat bad faith trademark applications and strengthen enforcement measures affecting U.S. brand owners' strategies in China. They highlight how this amendment will introduce measures to address malicious filings, provide new enforcement methods, and impose stricter requirements for application and maintenance. The article also notes that U.S. brand owners should monitor their intellectual property in China, prepare for procedure changes, and collect evidence of trademark use to ensure compliance and protect against infringements.

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