

# VIVIEN CHAN & Co.

YOUR GREATER CHINA LAWYERS

HONG KONG | BEIJING

## NEWSLETTER

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## IP UPDATE



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## Chinese Social Media & Apps 101: Our Guide to Wechat, App Stores, Takedowns and Enforcement

What is the social media landscape like in a country without Google, Facebook, Twitter and Instagram? How does the new Cyber Security Law affect you? What should you do when infringing content is found on WeChat or Weibo? How to battle against illegal downloads on the internet? Join our one-hour session on Chinese Social Media at the 139th INTA Annual Meeting in Barcelona and let us bring you to experience what social media is like in China.

Here is a sneak peak of the topics that we will cover:

### 1. China's equivalence of Facebook and Google – take-down mechanisms

WeChat, Weibo, these are social media platforms that are bringing sweeping changes to how Chinese consumers interact and consume. A trend is that counterfeits are sold via social media platforms in private chats with unsearchable links, making counterfeiting activities difficult to detect and enforce against. Are brand owners and online platforms catching up with measures to combat such counterfeiting activities? We would go into

the details of the take-down mechanisms in various platforms and provide tips to utilize them.

### 2. Key Highlights on the New Cyber Security Law and What Companies Should be Aware of

The Cyber Security Law (the "Law") will come into effect on 1 June 2017. The Law introduces important obligations for domestic and foreign entities which operate in China, especially in relation to disclosure of personal information collected in China and data retention.

Details of the seminar are as follows:

	Session 1	Session 2
<b>Date</b>	: 20 May 2017 (Sat)	: 22 May 2017 (Mon)
<b>Time</b>	: 2:30pm - 3:30 pm	: 10:30 am - 11:30 am
<b>Location</b>	: Alboran Room, 1/F, Majestic Hotel & Spa Barcelona, Passeig de Gracia, 68, 08007 Barcelona	
<b>RSVP</b>	: Please email <a href="mailto:inta2017@vcclawservices.com">inta2017@vcclawservices.com</a>	


**Anna Mae Koo** PARTNER

MA (Law) (Hons), University of Cambridge (Prince Philip Scholar)

- Asialaw Rising Star Lawyer in Intellectual Property 2018
- Techstars Mentor 2015
- IP Rising Star (Euromoney Women in Business Law Awards) 2013
- Litigation Committee Member, International Bar Association
- Anti-Counterfeiting Committee (2018), Internet Committee (2014-2016), INTA


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## Updates to CTMO & TRAB Practice: Our Knowledge Sharing Session

During the past year, there have been key updates in the guidelines concerning examination and adjudication of trademark rights at the China Trademark Office, Trademark Review and Adjudication Board and the Court.

How would these guidelines affect the trademark issues faced by businesses whose marks were pre-emptively filed by others in China, as well as brand owners whose marks are targets of copycats? You would get your answers in our seminar on Updates to CTMO & TRAB Practice: Our Annual Knowledge Sharing Session at the 139th INTA Annual Meeting in Barcelona.

The seminar would be held on:-

**Date** : 21 May 2017

**Time** : 2pm to 3pm

**Location** : Alboran Room, 1/F, Majestic Hotel & Spa Barcelona, Passeig de Gracia, 68, 08007 Barcelona

Stay tuned to our next issue for more insight on our seminar and we look forward to meeting you at the upcoming INTA Annual Meeting.

Here are a few key issues that we will cover:-

1. Slogan marks and sound marks
2. Signs that contain geographical location
3. Widening of scope and clarification of evidential requirements on articles combating trademarks filed in bad faith by related parties
4. Copyright as prior right to oppose trademarks
5. Subjective intent and actual confusion on protection of unregistered well-known marks

And others...

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