



September

1. From “Quantitative Growth” to “Qualitative Improvement”: China's IPR Protection Enters a New Stage

The CNIPA comprehensively strengthened patent governance and protection, facilitating a transformation in intellectual property from “quantitative growth” to “quality-driven development.” At the source, abnormal applications are strictly controlled through the establishment of an examination guidance service case database, enhancing the quality of applications from innovative entities and agencies. In key sectors, the examination period has been shortened from 22 months in 2017 to 15.5 months in 2024, ranking among the fastest internationally. Industries such as artificial intelligence and next-generation communications are placing greater emphasis on flexibility and resilience.

On the protection front, more than 160,000 enterprises are registered, including nearly 9,000 foreign-funded enterprises, **ensuring equal protection for both domestic and foreign entities**. Additionally, 63 protection centers have been established overseas, focusing on monitoring, early warning, and response guidance for key issues such as Section 337 investigations and cross-border e-commerce disputes.

The examination mechanism continues to be optimized, with significant reductions in the periods for reexamination and invalidation cases. Invalidation cases have been consistently concluded within 6 months for 10 consecutive years, and the accuracy rate of patent examination closures reached 95.5% in the first half of 2025.

In support of key industries, China has focused on the development needs of the AI sectors. **The Patent Examination Guidelines have been revised 3 times**, with a focus on AI, clarifying standards for innovation examinations and introducing ethical and “black box” examination rules. Innovative trial methods—including on-site, remote, mobile, and joint hearings—have been implemented.

Additionally, large-model technology is being applied to assist in the examination process, enhancing the efficiency of comparison and search.

Overall, China has established a new framework for intellectual property protection characterized by “high quality, high efficiency, full-chain integration, and internationalization,” providing solid support for technological self-reliance and industrial competitiveness enhancement.

2. From Typical Cases to International Exchanges: Sanyou Showcases Industry Leadership Again at the 15th China International Trademark & Brand Festival

(1) Sanyou Wins Multiple Awards

In the 15th China International Trademark & Brand Festival, which was successfully concluded recently, Sanyou has achieved remarkable results and received multiple honors. The administrative dispute case regarding the invalidation of the "龙集采" series trademark represented by Sanyou, was selected as a "2024 Typical Trademark Agency Case." Sanyou also received the "2025 Trademark & Brand Festival Contribution Award." Under the guidance of the China Trademark Association, IPHOUSE and China Trademark magazine jointly released the "2025 Top 600 Trademark Agency Service Capability List," in which Sanyou was again ranked among the top 600 and rated as a 5A-level trademark agency, fully demonstrating its professional excellence and industry influence.



Case attorneys Zhang Xue and Hu Miao received awards.



Sun Qinghua (6th from left), Head of the Trademark Department at Sanyou, accepted the award on behalf of the firm.



Sanyou recognized as a 5A-level trademark agency.

(2) Sanyou Salon: A Productive Exchange

At the Taiyuan Trademark Festival, the Sanyou Salon was successfully held with the theme "Reshaping Business Models through Technological Development." Guided by the China Trademark Association and co-organized by Sanyou, the event brought together academic, judicial, regulatory, and business leaders to explore core issues such as trademark right authorization & confirmation, and protection, and to seek collaborative solutions. This marks the 10th consecutive year that Sanyou has presented a high-quality themed salon at the China International Trademark & Brand Festival.



Group photo of Sanyou participants.

(3) Sanyou Facilitates Successful China-Japan Trademark Exchange Conference

During the Trademark Festival, the China-Japan Trademark Exchange Conference was held concurrently. Ma Fu, President of the China Trademark Association, attended and delivered a speech. The conference was chaired by Dang Xiaolin, General Manager of Sanyou. The Sanyou team provided professional translation support, and Chen Linyang, a senior attorney engaged in in-depth exchanges with domestic and international guests on the topic "Risks and Responses to Trademark Withdrawal Applications under New Regulations," sharing practical experience and operational strategies.



Group photo of guests.

(4) Sub-Forum Highlights: Sanyou Representatives Demonstrate Expertise

At the trademark festival sub forum, outstanding representatives from Sanyou were invited to serve as hosts and guests, fully demonstrating the company's professional demeanor. Meng Rubing, a senior trademark attorney at Sanyou, moderated the sub-forum titled "Breaking Deadlocks, Fostering Symbiosis, and Driving Growth: A New Era of Trademark Strategy in the Biopharmaceutical Industry." Her gentle and composed hosting style fostered a rational and efficient atmosphere for discussion, earning unanimous praise from the attendees. He Wei, Partner and Head of the Trademark Department at Sanyou, was invited as a guest speaker at the "Madrid Roundtable." Drawing on years of practical experience and a global perspective, she engaged in in-depth exchanges with domestic and international experts on paths for international trademark registration and brand globalization.



3. Sanyou Booth at the 14th China Intellectual Property Annual Conference Welcomes Guests from Around the World

The 14th China Intellectual Property Annual Conference was recently held in Beijing, bringing together experts from dozens of countries across five continents to explore the value realization mechanisms and protection models of intellectual property amid the rapid development of the digital economy.

Sanyou's exhibition booth skillfully integrated elements of traditional Chinese culture, providing a distinctive experience for guests both from China and abroad.

We are grateful for this grand gathering, which allowed Sanyou to reconnect with old and new friends and partners from around the world. We remain committed to exploring the endless possibilities in the field of intellectual property with a humble yet innovative approach.



4. Sanyou Partner and Senior Lawyer Han Zhongling Participates in Roundtable Dialogue at 2025 International Conference on Intellectual Property Services Development

The 2025 International Conference on the Development of the Intellectual Property Services Industry was successfully held as part of the China International Fair for Trade in Services. The event attracted representatives from over 20 countries and regions, including the

EU, France, Brazil, Denmark, Japan, Cameroon, and Somalia, as well as from embassies, consulates, and business associations in China. More than 1,500 representatives from relevant government agencies, domestic and international innovation entities, and intellectual property service organizations participated online or offline. Han Zhongling, a partner, senior lawyer, and patent attorney at Sanyou, was invited to speak at the roundtable discussion on "AI Promoting Intellectual Property Services," where he shared insights on the topic "Artificial Intelligence Reshaping the New Paradigm of Intellectual Property Services."



▣ The Sanyou trademark team won multiple awards for their studies in the "2024 Trademark Legal Frontier Issues Research Group"

▣ Sanyou's cases have been selected as one of the top 10 typical cases of trademark litigation and non-litigation by the Beijing Trademark Association in 2024