



NOTIFICATION OF EX OFFICIO REFUSAL

Notified to the International Bureau of
the World Intellectual Property Organization (WIPO)
under Rule 17 (2) and 17 (5)(e) of the Common Regulations

NOTE: This notification of ex officio refusal shall be deemed to include a statement in accordance with Rule 18ter (2) (ii) or (3) of the Common Regulations. Any request for review shall be filed to the CNIPA, through a qualified Chinese agency or attorney, within 15 days from receipt of this notification.

- I. Office which pronounces the refusal:
National Intellectual Property Administration, PRC (CNIPA)
1, Chama Nanjie, Xichengqu, Tel: 8610-63219000
Beijing, 100055
People's Republic of China FAX: 8610-68050285
- II. Date of the refusal pronounced: 2023/05/26
- III. Our reference number: GJZCG1708285BHYW01
- IV. International registration number: 1708285
- V. Date of notification to China: 2023/01/19
- VI. Basic national registration number: UK00003292905
Basic national application number: UK00003292905
- VII. The mark is refused for all the goods and/or services.
- VIII. Reason(s) of refusal:
Prior national and/or international mark(s). (See Item X)
This mark is similar to the earlier mark(s).
The goods and/or services listed in Column VII are similar to those of the earlier application and/or earlier registration.
The sign is likely to mislead the public as to the designated goods and services. Goods related to ivory are not accepted in China for the purpose of trademark registration. Retail, wholesale and related services are not accepted in China for the purpose of trademark registration.
- IX. Applicable legal provisions of the refusal:
Article(s): (See the excerpts of the laws and regulations)
Trademark Law Article 10(i)(7)&22&30&31
- X. Informations concerning the earlier mark(s):



Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033178

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033178

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

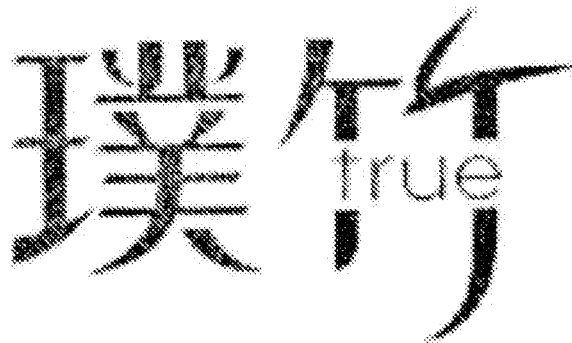
Goods/services: class 4

蜡（原料）；夜间照明物（蜡烛）；除尘制剂；

▲已删商品▲

工业用油；润滑油；燃料；柴油；汽油（挥发油）；石油气；照明用气体；

Device:



Mark:

初呢 TRUELY

Date of application:

2015/12/17

Number of application:

18628856

Date of priority:

Date of registration:

2017/05/14

Number of registration:

Non-Madrid 18628856

Name of the holder:

GUAN HONG SHENG KE JI YOU XIAN GONG SI

Address of the holder:

SHAN DONG SHENG YAN TAI SHI GAO XIN QU WEI SI LU 2 5 HAO CHINA

Goods/services: class 5

膳食纤维；矿物质食品补充剂；营养补充剂；婴儿食品；卫生巾；婴儿尿布；婴儿尿裤；消毒纸巾；哺乳用垫；

▲已删商品▲

卫生内裤；

Device:



初呢
TRUELY

Mark:

璞竹 TRUE

Date of application:

2015/07/24

Number of application:

17512072

Date of priority:

Date of registration:

2016/11/28

Number of registration:

Non-Madrid 17512072

Name of the holder:

LEE & MAN BRAND DEVELOPMENT LIMITED

Address of the holder:

5/F LIVEN HOUSE 61-63 KING YIP STREET KWUN TONG KL HK CHINA

Goods/services: class 5

卫生垫；卫生巾；净化剂；牲畜用洗涤剂；消灭有害动物制剂；宠物尿布；

▲已删商品▲

婴儿尿裤；婴儿尿布；维生素制剂；医用营养食物；

Device:

璞竹
true

Mark:

TRUL

Date of application:

2012/07/23

Number of application:

11241908

Date of priority:

Date of registration:

2014/02/28

Number of registration:

Non-Madrid 11241908

Name of the holder:

SHANG HAI JIA GAO JIN CHU KOU YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI PU DONG XIN QU HE QING ZHEN QING RONG LU 1 8 5 HAO CHINA

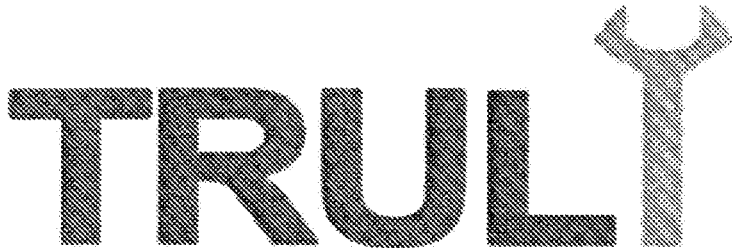
Goods/services: class 9

尺(量器); 角度测量工具; 木工尺; 量具; 衡器;

▲已删商品▲

计算尺; 计算机; 电子防盗装置; 电锁; 测量装置;

Device:

The logo consists of the word "TRULI" in a bold, sans-serif font. The letter "I" is replaced by a stylized wrench icon, oriented vertically with the handle pointing upwards.

Mark:

TRULY

Date of application:

2005/09/30

Number of application:

4923725

Date of priority:

Date of registration:

2008/09/07

Number of registration:

Non-Madrid 4923725

Name of the holder:

TRULY ELECTRONICS MFG LTD

Address of the holder:

2/F CHUNG SHUN KNITTING CENTRE 1-3 WING YIP ST KWAI CHUNG NT HK CHINA

Goods/services: class 10

验血仪器；医疗器械和仪器；血压计；医用测试仪；振动按摩器；医疗分析仪器；医用体温计；

Device:



TRULY

Mark:

初呢 TRUELY

Date of application:

2015/12/17

Number of application:

18629222

Date of priority:

Date of registration:

2017/05/14

Number of registration:

Non-Madrid 18629222

Name of the holder:

GUAN HONG SHENG KE JI YOU XIAN GONG SI

Address of the holder:

SHAN DONG SHENG YAN TAI SHI GAO XIN QU WEI SI LU 2 5 HAO CHINA

Goods/services: class 10

奶瓶；理疗设备；失禁用垫；医务人员用面罩；口罩；分娩褥垫；

▲已删商品▲

护理器械；健美按摩设备；腹带；按摩器械；

Device:



初呢
TRUELY

Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033174

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033174

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

Goods/services: class 10

医用特制家具；避孕套；植发用毛发；

▲已删商品▲

医疗器械和仪器；按摩器械；理疗设备；奶瓶；奶瓶用奶嘴；静脉曲张用长袜；缝合材料；

Device:

璞竹
true

Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155065

Date of priority:

Date of registration:

2013/11/21

Number of registration:

Non-Madrid 11155065

Name of the holder:

HEIDI KLUM COMPANY LLC

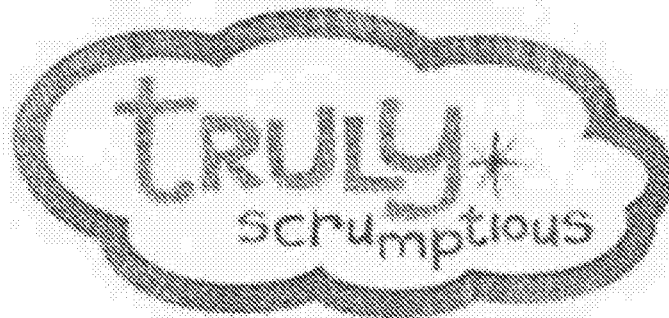
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 12

婴儿车; 婴儿车盖篷; 婴儿车车篷; 运载工具用加高座椅; 儿童安全座(运载工具用);

Device:



Mark:

TRULY

Date of application:

1989/03/10

Number of application:

510362

Date of priority:

Date of registration:

1990/01/20

Number of registration:

Non-Madrid 510362

Name of the holder:

XIN LI DIAN ZI YOU XIAN GONG SI


Address of the holder:

XIANG GANG XIN JIE KUI YONG YONG YE JIE 1 ZHI 3 HAO ZHONG XIN ZHEN ZHI
ZHONG XIN 2 LOU CHINA

Goods/services: class 14

钟; 手表; 计时器;

Device:



TRULY

Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155064

Date of priority:

Date of registration:

2015/12/14

Number of registration:

Non-Madrid 11155064

Name of the holder:

HEIDI KLUM COMPANY LLC

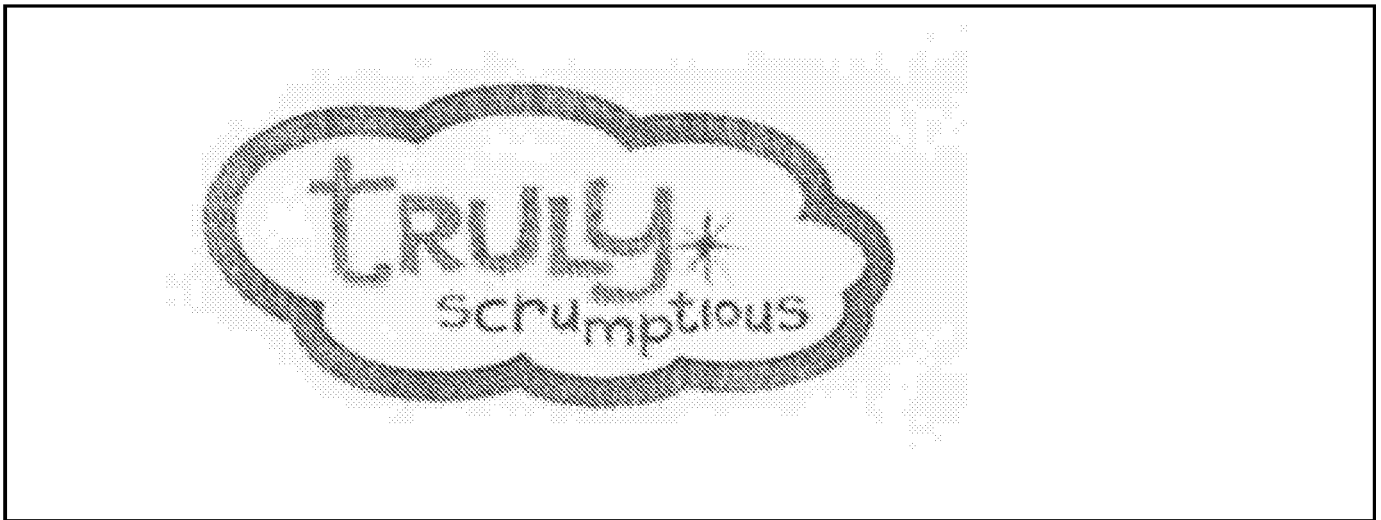
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 14

珠宝首饰; 项链(首饰); 耳环; 手镯(首饰); 戒指(首饰); 胸针(首饰); 踝环(首饰); 小饰物(首饰); 吊坠(首饰); 链(首饰);
▲已删商品▲
表;

Device:



Mark:

TRUE

Date of application:

2009/07/13

Number of application:

7538525

Date of priority:

Date of registration:

2013/12/07

Number of registration:

Non-Madrid 7538525

Name of the holder:

QIU ZI SANG

Address of the holder:

GUANG DONG SHENG SHEN ZHEN SHI LONG GANG QU ZHONG XIN GAO ER FU BIE
SHU QU TIAN LAI SHAN ZHUANG 5 DONG CHINA

Goods/services: class 14

未加工或半加工贵重金属；首饰盒；宝石；戒指(首饰)；耳环；手表；翡翠；珍珠(珠宝)；链(首
饰)；玉雕首饰；

Device:



Mark:

TRUE

Date of application:

2018/10/24

Number of application:

34236236

Date of priority:

Date of registration:

2021/05/07

Number of registration:

Non-Madrid 34236236

Name of the holder:

QIU ZI SANG

Address of the holder:

GUANG DONG SHENG SHEN ZHEN SHI LONG GANG QU ZHONG XIN GAO ER FU BIE
SHU QU TIAN LAI SHAN ZHUANG 5 DONG CHINA

Goods/services: class 14

未加工或半加工贵重金属；首饰配件；宝石；戒指（首饰）；耳环；手表；翡翠；珍珠（珠宝）；链（首饰）；玉雕首饰；

Device:



Mark:

TRULY

Date of application:

2008/09/18

Number of application:

6960160

Date of priority:

Date of registration:

2010/09/28

Number of registration:

Non-Madrid 6960160

Name of the holder:

WANG SHAO HAI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI HAI ZHU QU HAI FU DONG JIE 2 9 HAO 2 2 0
2 FANG CHINA

Goods/services: class 16

订书机；文件夹；擦涂用品；橡皮擦；铅笔芯；铅笔；圆珠笔滚珠；笔盒；
▲已删商品▲
文具；学校用品；

Device:

TRULY

Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155063

Date of priority:

Date of registration:

2015/12/14

Number of registration:

Non-Madrid 11155063

Name of the holder:

HEIDI KLUM COMPANY LLC

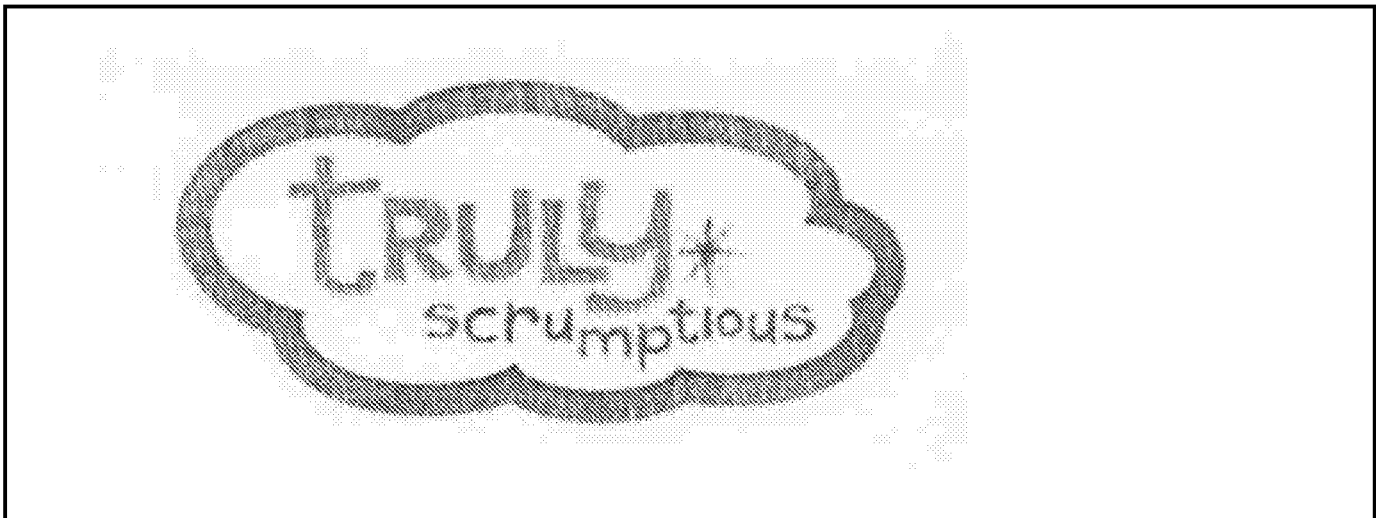
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 16

婴儿书籍；影集；镶框的艺术画；
▲已删商品▲
文具；

Device:



Mark:

TRUE.LY

Date of application:

2021/06/22

Number of application:

57101214

Date of priority:

Date of registration:

2022/05/14

Number of registration:

Non-Madrid 57101214

Name of the holder:

BEI JING YI DIAN SHU YU KE JI YOU XIAN GONG SI

Address of the holder:

BEI JING SHI CHAO YANG QU JIU XIAN QIAO BEI LU 9 HAO (CHANG QU) 1 8 CHUANG
YI CENG B - 0 2 1 SHI CHINA

Goods/services: class 16

新闻刊物；

▲待删商品▲

图画；雕版版画；平版印刷工艺品；彩色石印画片；照片（印制的）；镶嵌照片用装置；照相架；文件夹（办公用品）；办公文具；

Device:

True.ly

Mark:

TRUE

Date of application:

Number of application:

1120792

Date of priority:

2012/03/06

Date of registration:

2012/03/27

Number of registration:

Madrid 1120792

Name of the holder:

KSIN LUXEMBOURG II, S.A.R.L.

Address of the holder:

1, rue des Glacis L-1628 Luxembourg (LU)(Luxembourg)

Goods/services: class 16

主题为缝纫和缝纫机软件的书籍和手册；

Device:



TRUE

Mark:

璞竹 TRUE

Date of application:

2015/07/24

Number of application:

17512252

Date of priority:

Date of registration:

2017/07/07

Number of registration:

Non-Madrid 17512252

Name of the holder:

CHONG QING LI WEN WEI SHENG YONG ZHI ZHI ZAO YOU XIAN GONG SI

Address of the holder:

CHONG QING SHI YONG CHUAN QU ZHU TUO ZHEN SI WANG SHAN CUN CHINA

Goods/services: class 16

卫生纸；纸巾；纸；描图纸；箱纸板；小册子；海报；图画；纹章牌（纸封签）；锡纸；

Device:



Mark:

真正

Date of application:

2004/07/27

Number of application:

4188914

Date of priority:

Date of registration:

2008/03/14

Number of registration:

Non-Madrid 4188914

Name of the holder:

SHANG HAI JUN HAO SHI YE YOU XIAN GONG SI

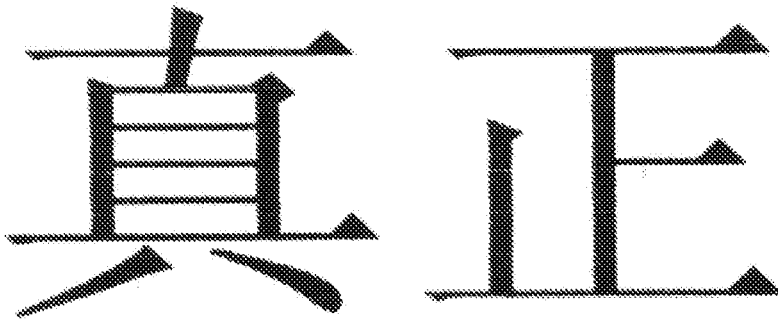
Address of the holder:

SHANG HAI SHI QING PU QU LIAN TANG ZHEN JUN BO LU 2 2 2 HAO CHINA

Goods/services: class 18

伞;

Device:



Mark:

TRUE

Date of application:

2005/05/10

Number of application:

4647624

Date of priority:

Date of registration:

2009/01/07

Number of registration:

Non-Madrid 4647624

Name of the holder:

DUK SOO KIM

Address of the holder:

GALLERIA PALACE,C-3003 40,JAMSIL-DONG,SONGPA-GU SEOUL,KOREA

Goods/services: class 18

书包; 背包; 手提袋; 大衣箱(行李); 旅行用具(皮件); 公文包; 旅行包(箱); 手提箱提手; 手提包; 旅行袋;

Device:



Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033168

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033168

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

Goods/services: class 18

皮制系带；
▲已删商品▲
包；书包；背包；旅行箱；手提包；运动包；钱包；婴儿背袋；伞；

Device:



Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155061

Date of priority:

Date of registration:

2013/11/21

Number of registration:

Non-Madrid 11155061

Name of the holder:

HEIDI KLUM COMPANY LLC

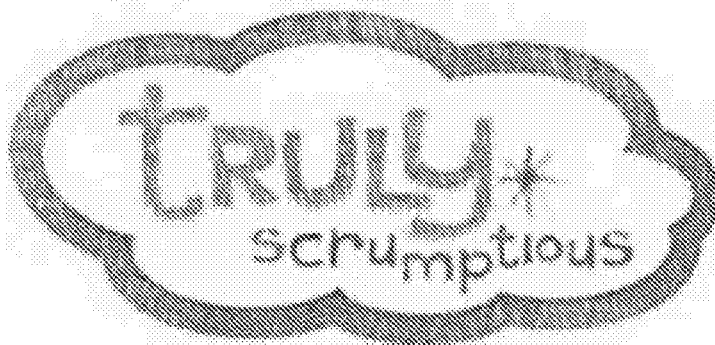
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 20

婴儿尿布更换台; 家具; 梳妆台; 床; 婴儿床; 相框; 床用安全围栏; 婴儿床和床用可拆卸围栏; 婴儿用高椅; 婴儿摇椅;

Device:



Mark:

楚乐 TRULY

Date of application:

2013/01/07

Number of application:

12009743

Date of priority:

Date of registration:

2014/07/14

Number of registration:

Non-Madrid 12009743

Name of the holder:

AN QING SHI CHU LE JIA JU YOU XIAN ZE REN GONG SI

Address of the holder:

AN HUI SHENG AN QING SHI DA GUAN QU HAI KOU ZHEN GONG LU BIAN (HAI KOU ZHEN JIAN ZHU AN ZHUANG GONG CHENG GONG SI NEI) CHINA

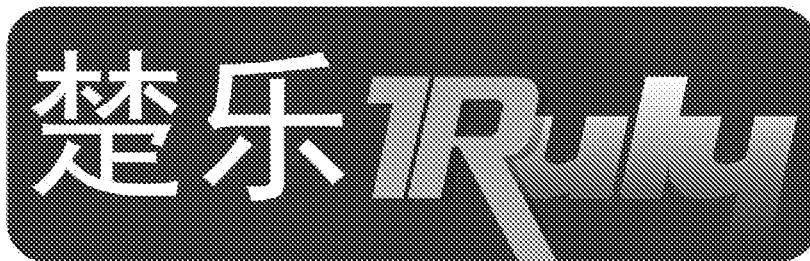
Goods/services: class 20

家具用非金属附件；非金属门把手；木编织百叶窗帘(家具)；竹木工艺品；树脂工艺品；草编织物(草席除外)；

▲已删商品▲

家具；办公家具；金属家具；枕头；

Device:



Mark:

真正

Date of application:

2013/09/05

Number of application:

13196802

Date of priority:

Date of registration:

2015/03/28

Number of registration:

Non-Madrid 13196802

Name of the holder:

SHANG HAI XIN QU SHI SHANG MAO YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI MIN XING QU YUAN JIANG LU 5 5 0 0 HAO DI 1 CHUANG D 6 4 1 SHI CHINA

Goods/services: class 20

家具；木或塑料梯；相框；木头或塑料标志牌；软垫；塑料包装容器；
▲已删商品▲
家具门；门用非金属附件；竹木工艺品；木、蜡、石膏或塑料艺术品；

Device:

真正

Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033166

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033166

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

Goods/services: class 20

展示牌；家养宠物窝；

▲已删商品▲

塑料包装容器；木或塑料梯；镜子（玻璃镜）；木、蜡、石膏或塑料艺术品；漆器工艺品；家具用非金属附件；枕头；非金属锁（非电）；

Device:



Mark:

TRULY

Date of application:

2006/07/13

Number of application:

5476548

Date of priority:

Date of registration:

2009/08/21

Number of registration:

Non-Madrid 5476548

Name of the holder:

WANG FU YAN

Address of the holder:

ZHE JIANG SHENG TAI ZHOU SHI HUANG YAN QU CHENG GUAN ZHEN JIN SI TANG
CUN CHINA

Goods/services: class 21

家用非贵重金属器皿；日用搪瓷塑料器皿(包括盆、碗、盘、壶、杯)；饮用器皿；盥洗室器具；
清洁器具(手工操作)；化妆用具；食物保温容器；纸或塑料杯；牙刷；水桶；

Device:



Mark:

真正

Date of application:

2014/03/24

Number of application:

14230001

Date of priority:

Date of registration:

2015/05/07

Number of registration:

Non-Madrid 14230001

Name of the holder:

JIE FENG

Address of the holder:

AN HUI SHENG SU ZHOU SHI LING BI XIAN SHAN TANG XIANG JIE TANG CUN QIAN
JIE ZHUANG CHINA

Goods/services: class 21

清洁用钢丝绒; 手动清洁器具; 清洁用垫; 清洁用布; 家用海绵; 牙签; 室内水族池; 蝇拍; 除蚊器(非电); 洗餐具刷;

Device:



Mark:

TRUELY

Date of application:

2013/05/28

Number of application:

12663837

Date of priority:

Date of registration:

2015/03/28

Number of registration:

Non-Madrid 12663837

Name of the holder:

ZI BO ZHI DE QING GONG ZHI PIN YOU XIAN GONG SI

Address of the holder:

SHAN DONG SHENG ZI BO SHI BO SHAN QU GU SHAN ZHEN DAI XI CUN CHINA

Goods/services: class 21

玻璃瓶(容器); 水晶工艺品; 洗餐具刷; 牙签盒; 水晶(玻璃制品); 钢化玻璃; 室内水族池;
▲已删商品▲
日用玻璃器皿(包括杯、盘、壶、缸); 瓷器; 陶器;

Device:

TRUELY

Mark:

TRUES

Date of application:

2020/05/21

Number of application:

46522219

Date of priority:

Date of registration:

2021/05/21

Number of registration:

Non-Madrid 46522219

Name of the holder:

ZHUO ZHU CE HUA ZI XUN (SHEN YANG) YOU XIAN GONG SI

Address of the holder:

LIAO NING SHENG SHEN YANG SHI HE PING QU JI AN LU 4 2 - 2 HAO 2 - 2 CHINA

Goods/services: class 21

花盆；化妆用具；

▲已删商品▲

瓷、陶瓷、陶土、赤陶或玻璃制艺术品；瓶；杯；茶具（餐具）；瓷器装饰品；水晶工艺品；酒具；小玻璃瓶（容器）；

Device:

TRUES 

Mark:

密度 TRUE

Date of application:

2013/01/07

Number of application:

12009994

Date of priority:

Date of registration:

2014/06/28

Number of registration:

Non-Madrid 12009994

Name of the holder:

SHANG HAI YI JIA YI GUANG GAO CHUAN BO YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI PU DONG XIN QU KANG QIAO ZHEN KANG QIAO DONG LU 2 8 8
NONG 1 2 5 6 HAO 1 0 1 SHI 5 0 HAO CHINA

Goods/services: class 21

锡釉陶器；陶器；仿瓷器；仿陶器；耐酸耐碱陶瓷器；瓷器装饰品；瓷、陶瓷、陶土或玻璃艺术品；唐三彩；

Device:

密度 TRUE

Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033165

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033165

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

Goods/services: class 21

梳;

▲已删商品▲

餐具（刀、叉、匙除外）；水瓶；饭盒；存钱罐；牙刷；化妆用具；食物保温容器；手动清洁器
具；室内植物培养箱；

Device:

璞竹
true

Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155059

Date of priority:

Date of registration:

2013/12/14

Number of registration:

Non-Madrid 11155059

Name of the holder:

HEIDI KLUM COMPANY LLC

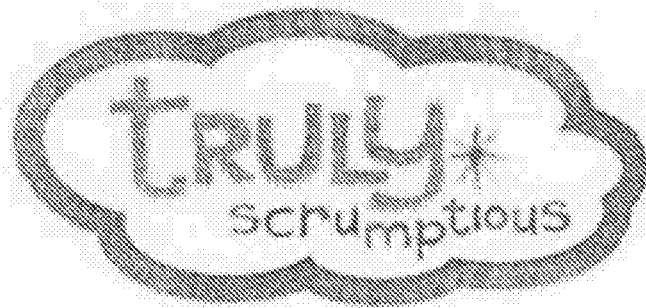
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 24

被子; 薄被; 床罩; 床沿; 羽绒被; 被罩; 床上用毯; 枕套; 装饰枕套; 羽毛褥垫; 床单(纺织品); 浴巾; 婴儿床帏; 纺织用玻璃纤维织物; 纺织品制墙上挂毯; 毡; 纺织品毛巾; 纺织品制家具罩; 纺织品制窗帘圈; 洗涤用手套; 床上用覆盖物; 褥子; 纺织品或塑料浴帘; 织物; 床帏(婴儿床用);

Device:



Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155056

Date of priority:

Date of registration:

2013/11/21

Number of registration:

Non-Madrid 11155056

Name of the holder:

HEIDI KLUM COMPANY LLC

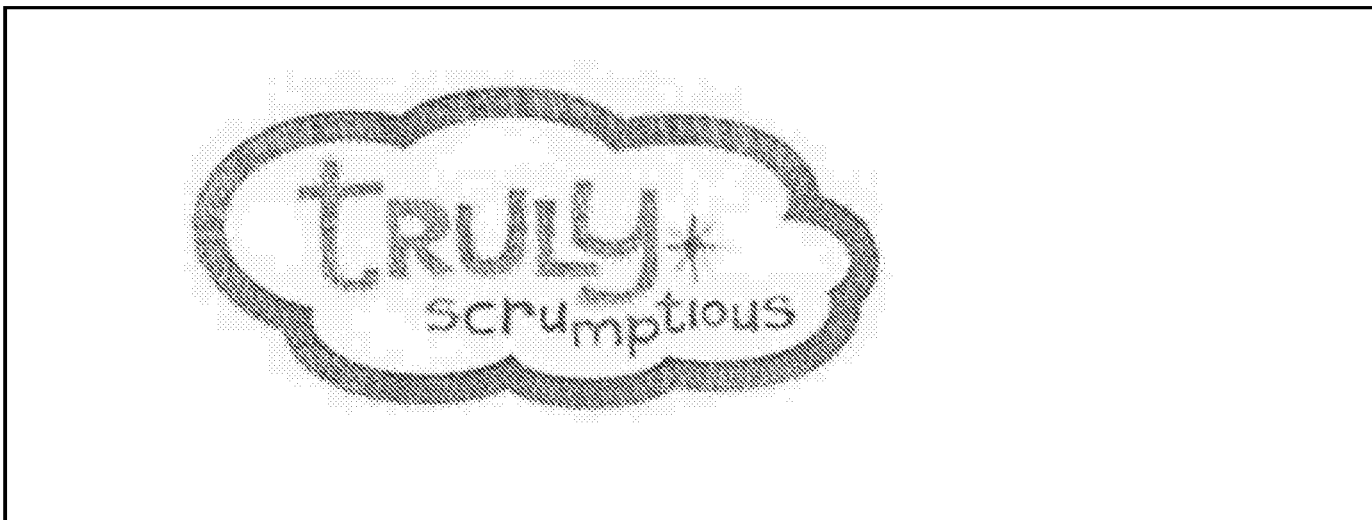
Address of the holder:

568 BROADWAY,ROOM 603,NEW YORK,NEW YORK 10012-3260,UNITED STATES OF AMERICA

Goods/services: class 25

婴儿服装; 童装; 非纸制围涎; 婴儿连体衣; 童帽; 婴儿毛线鞋; 内裤; 帽; 羊毛衫; 大衣; 套服(包括上衣和裤子); 工作服; 婴儿爬行服; 连衣裙; 帽子; 夹克; 牛仔裤; 慢跑套服; 无袖套衫; 连体服; 婴儿全套衣(包括短连衣裤和上衣); 婴儿全套衣(包括上衣和裤子); 婴儿全套衣(包括长袍和帽子); 婴儿全套衣(包括工装裤和上衣); 婴儿全套衣(包括羊毛衫和裤子); 婴儿全套衣(包括爬行服和裤子); 婴儿全套衣(包括羊毛衫、上衣和裤子); 婴儿全套衣; 连指手套; 工作服套装(包括工装裤和上衣); 工装裤; 裤子; 雨衣; 防雨夹克; 雨披; 连裤童装; 凉鞋; 衬衫; 鞋; 软底鞋; 短裤套装; 短连衣裤套装(包括短连衣裤和上衣); 短连衣裤; 短裤; 裙子; 裙式短裤; 睡衣; 防雪服; 袜子; 套头衫; 运动裤; 毛衣; 游泳衣; T恤衫; 紧身衣裤; 上衣; 夹克(服装); 女帽; 马球衫; 罩衫; 运动衫; 婴儿睡衣; 睡衣; 内衣; 便服; 热身服; 汗衫; 羊毛服装; 围巾; 短袜; 紧腿裤(暖腿套); 紧身连衣裤; 拖鞋; 鞋(脚上穿着物); 服装; 体操服; 防水服; 化装舞会服装; 帽子(头戴); 袜; 手套(服装); 披巾; 服装带(衣服); 十字褙; 服装绶带; 修女头巾; 神父左臂上佩带的饰带; 浴帽; 睡眠用面罩; 婚纱; 海滨浴场用衣; 长袍(服装); 连指手套(服装); 滑雪手套;

Device:



Mark:

真正

Date of application:

2003/06/23

Number of application:

3603520

Date of priority:

Date of registration:

2005/12/28

Number of registration:

Non-Madrid 3603520

Name of the holder:

SHANG HAI ZHENG ZHENG ZHI YI YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI NAN HUI XIAN XIN CHANG ZHEN GUO YUAN CUN CHINA

Goods/services: class 25

服装;

Device:



Mark:

TRUE

Date of application:

1996/09/09

Number of application:

1107486

Date of priority:

Date of registration:

1997/09/21

Number of registration:

Non-Madrid 1107486

Name of the holder:

SHEN ZHEN SHI ZHEN XIN ER SHI ZHUANG YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG SHEN ZHEN SHI BAO AN QU XI XIANG JIE DAO GONG LE SHE
QU TIE ZI LU QI YU GONG YE CHENG 1 DONG CHANG FANG 4 CENG A DAN YUAN
CHINA

Goods/services: class 25

衬衫; 衬裤; 裙子; 背心; 套服; 外套; 裤子; 大衣; 外衣; 风衣;

Device:



Mark:

TRUE

Date of application:

2008/03/11

Number of application:

6589959

Date of priority:

Date of registration:

2015/04/07

Number of registration:

Non-Madrid 6589959

Name of the holder:

TRUE TRADEMARK HOLDINGS COMPANY LIMITED

Address of the holder:

P.O.BOX 957, OFFSHORE INCORPORATIONS CENTRE, ROAD TOWN, TORTOLA,
BRITISH VIRGIN ISLANDS

Goods/services: class 25

婴儿纺织品尿布;

▲已删商品▲

茄克(服装); 套服; 帽; 衬衫; T恤衫; 衬裤; 乳罩; 服装带(衣服); 带肩带的女式长内衣(内衣);
裤子; 短裤; 鞋; 运动鞋; 短统袜; 长统袜; 带风帽的夹克; 领结; 领巾;

Device:



Mark:

TRULY SCRUMPTIOUS

Date of application:

2012/07/03

Number of application:

11155055

Date of priority:

Date of registration:

2013/12/14

Number of registration:

Non-Madrid 11155055

Name of the holder:

HEIDI KLUM COMPANY LLC

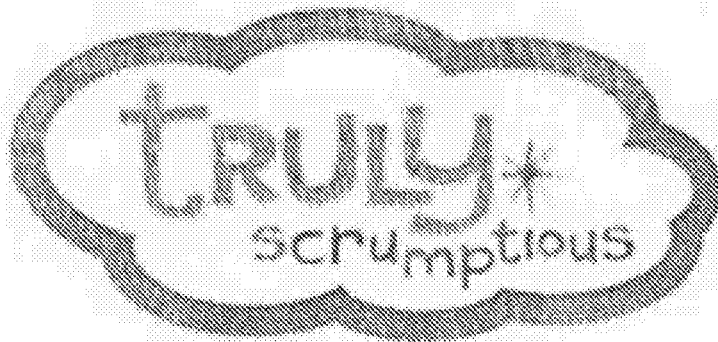
Address of the holder:

568 BROADWAY, ROOM 603, NEW YORK, NEW YORK 10012-3260, UNITED STATES OF AMERICA

Goods/services: class 28

玩具；游戏器具；婴儿用多功能玩具；拨浪鼓(玩具)；婴儿秋千；可移动玩具；玩具熊；软体类玩具；软雕塑玩具；长毛绒玩具；玩具娃娃；玩具娃娃床；玩具娃娃进食瓶；玩具小房子；玩具娃娃服装；放洋娃娃的玩具小屋；可动人偶；摇摆木马；玩具火车模型套件；玩具面具；木偶；玩具车(推车)；万花筒；棋盘游戏器具；纸牌；扑克牌；拼图玩具；国际象棋；体育活动用球；盖房玩具(包括积木)；晚会、舞会道具；晚会用声音制造玩具；婴儿床用可移动玩具；玩具；儿童游戏用踏板车(玩具)；儿童游戏用滑板车(玩具)；运动技能练习用玩具；

Device:



Mark:

TRUE

Date of application:

2008/03/11

Number of application:

6589961

Date of priority:

Date of registration:

2011/09/28

Number of registration:

Non-Madrid 6589961

Name of the holder:

TRUE TRADEMARK HOLDINGS COMPANY LIMITED

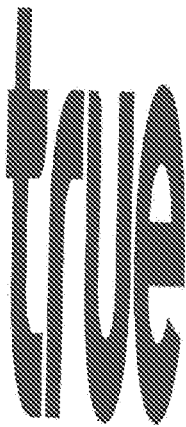
Address of the holder:

P.O.BOX 957, OFFSHORE INCORPORATIONS CENTRE, ROAD TOWN, TORTOLA,
BRITISH VIRGIN ISLANDS

Goods/services: class 28

圣诞树用装饰品(照明用物品和糖果除外); 卡片游戏;
▲待删商品▲
玩具娃娃; 填充玩具; 悠悠球;

Device:



Mark:

璞竹 TRUE

Date of application:

2016/08/19

Number of application:

21033159

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 21033159

Name of the holder:

LI WEN PIN PAI FA ZHAN YOU XIAN GONG SI

Address of the holder:

ZHONG GUO XIANG GANG TE BIE XING ZHENG QU JIU LONG GUAN TANG JING YE JIE
6 1 - 6 3 HAO LI WEI DA SHA 5 HAO LOU CHINA

Goods/services: class 28

游泳池（娱乐用品）；保护垫（运动服部件）；直排轮滚轴溜冰鞋；

▲已删商品▲

游戏器具；玩具；填充玩具；纸牌；体育活动器械；锻炼身体器械；圣诞树用装饰品（照明用物品和糖果除外）；

Device:



Mark:

真正

Date of application:

2022/02/21

Number of application:

62749549

Date of priority:

Date of registration:

Number of registration:

Non-Madrid 62749549

Name of the holder:

SHAN DONG ZHEN ZHENG JIAN ZHU ZHUANG ZHI PIN ZHI ZAO YOU XIAN GONG SI

Address of the holder:

SHAN DONG SHENG JI NAN SHI TIAN QIAO QU LUO KOU NAN LU 1 1 HAO CHINA

Goods/services: class 35

▲待删商品▲

户外广告；广告宣传；货物展出；电视广告；广告代理；市场分析；公共关系；经济预测；商业信息；组织商业或广告展览；

Device:



Mark:

TRULY

Date of application:

2012/02/03

Number of application:

10458671

Date of priority:

Date of registration:

2013/06/21

Number of registration:

Non-Madrid 10458671

Name of the holder:

XIN LI DIAN ZI YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG SHAN WEI SHI DONG CHONG LU BEI DUAN GONG YE QU
CHINA

Goods/services: class 35

▲待删商品▲

人员招收；计算机数据库信息化；

▲已删商品▲

广告；为零售目的在通讯媒体上展示商品；特许经营的商业管理；商业管理和组织咨询；组织技术展览；组织商业或广告展览；进出口代理；替他人推销；

Device:



Mark:

TRUE.LY

Date of application:

2022/02/15

Number of application:

62606550

Date of priority:

Date of registration:

Number of registration:

Non-Madrid 62606550

Name of the holder:

BEI JING YI DIAN SHU YU KE JI YOU XIAN GONG SI

Address of the holder:

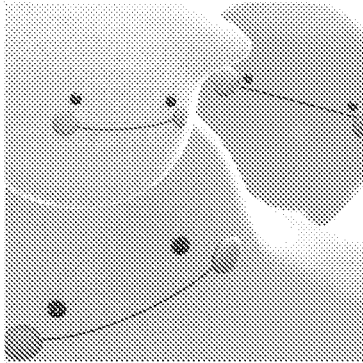
BEI JING SHI CHAO YANG QU JIU XIAN QIAO BEI LU 9 HAO (CHANG QU) 1 8 CHUANG
YI CENG B - 0 2 1 SHI CHINA

Goods/services: class 35

▲待删商品▲

计算机网络上的在线广告；为消费者提供商品和服务选择方面的商业信息和建议；为商业或广告目的汇编信息索引；为推销优化搜索引擎；计算机数据库信息化；为零售目的在通信媒体上展示商品；在通信媒体上出租广告时间；在计算机数据库中更新和维护数据；为商品和服务的买卖双方提供在线市场；通过网站提供商业信息；

Device:



TRUE.LY

Relevant Provisions of the Law and the Regulations

(Excerpts)

Trademark Law of China

Article 10 The following signs shall not be used as trademarks:

- (1) those identical with or similar to the State name, national flag, national emblem, national anthem, military flag, military emblem, military anthem, or decorations etc, of the People's Republic of China, and those identical with the names or symbols of the Central State government organizations, or with the names of the particular venues, where the Central State government organizations are located, or with the names or graphs of the symbolic buildings of the Central State government organizations;
- (2) those identical with or similar to the State names, national flags, national emblems or military flags etc, of foreign countries, unless consent has been given by the government of the relevant country;
- (3) those identical with or similar to the names, flags or emblems etc, of international intergovernmental organizations, unless consent has been given by the relevant organization or the public is not likely to be misled by such use;
- (4) those identical with or similar to official signs or hallmarks indicating control and warranty, unless authorization has been given;
- (5) those identical with or similar to names or symbols of the Red Cross or the Red Crescent;
- (6) those having the nature of discrimination against any nationality;
- (7) those having the fraudulence, which will easily mislead the public as to the features such as qualities of the goods, or the places of the origins;
- (8) those detrimental to socialist morality or customs, or having other unhealthy influences.

The geographical names of the administrative divisions at or above the county level or the foreign geographical names well-known to the public shall not be used as trademarks, but such geographical names as have otherwise meanings or as an element of a collective mark or a certification mark shall be

exclusive. Where a trademark using any of the above-mentioned geographical name has been approved and registered, it shall continue to be valid.

Article 11 The following signs shall not be registered as trademarks:

- (1) those which consist exclusively of the generic names, designs, or models of the goods in respects of which the trademark is used;
- (2) those which consist exclusively of direct indications of the quality, primary raw material, functions, intended purpose, weight, quantity or other characteristics of goods;
- (3) other signs which are devoid of any distinctive character.

Where trademarks under the preceding paragraph have acquired distinctiveness through use and become easily distinguishable, they may be registered as trademarks.

Article 12 Where a three-dimensional sign is applied for registration of a trademark, it shall not be registered if it consists exclusively of the shape which results from the nature of the goods themselves, the shape of goods which is necessary to obtain a technical result, or the shape which gives substantial value to the goods.

Article 16 Where a trademark contains or consists of a geographical indication with respect to goods not originating in the place indicated, misleading the public as to the true place of origin, the application for registration shall be refused and the use of the mark shall be prohibited. But for those marks that have obtained registration in good faith shall continue to be valid.

Geographical indications mentioned in the preceding paragraph are indications that identify a particular good as originating in a region, where a given quality, reputation or other characteristics of the goods is essentially attributable to its natural or human factors.

Article 22 An applicant for the registration of a trademark shall, in accordance with the prescribed classification of goods, in the application, indicate the class(es) and the indications of goods in respect of which the trademark is to be used.

An applicant can apply for the registration

of the same trademark on the different classes of goods through one application.

Applications for trademark registration and other related documents shall be submitted in writing or electronic format.

Article 23 Where a registered trademark needs to acquire the exclusive right to be used in respect of goods beyond the approved range of use, a new application for registration shall be filed.

Article 30 Where a trademark the registration of which has been applied for is not in conformity with the relevant provisions of this Law, or it is identical with or similar to the trademark of another party that has, in respect of the same or similar goods, been registered or, after examination, preliminarily approved, the Trademark Office shall refuse the application and shall not publish the said trademark.

Article 31 Where two or more applicants apply for the registration of identical or similar trademarks for the same or similar goods, the preliminarily approval, after examination, and the publication shall be made for the trademark that was first filed. Where applications are filed on the same day, the preliminarily approval, after examination, and the publication shall be made for the trademark that was used earliest, and the applications of the others shall be refused and their trademarks shall not be published.

Article 33 The prior right owner or any interested party who believes that the trademark stands in violation of the provisions of second and third paragraphs of Article 13, Article 15, first paragraph of Article 16, Article 30, 31 and 32 of this law, or any party who believes that the trademark stands in violation of the provisions of Article 10, 11 and 12 of this law may, within three months from the date of the publication, file an opposition against the trademark that has, after examination, been preliminarily approved. If no opposition has been filed at the expiration of the specified period, the registration shall be approved, a certificate of trademark registration shall be issued and the trademark shall be published.

Article 35 Where it is decided that the registration shall be approved by the Trademark

Office, a certificate of trademark registration shall be issued and the trademark shall be published. Where the Opponent is dissatisfied with the decision, he or it may, pursuant to Article 44 and 45 of this law, apply for a declaration that the trademark is invalid to the Trademark Review and Adjudication Board.

Where it is decided that the registration shall not be approved by the Trademark Office and the Opposed party is dissatisfied with the decision, he or it may, within fifteen days from receipt of the notification, apply for a review to the Trademark Review and Adjudication Board. The Trademark Review and Adjudication Board shall make a decision within twelve months from receipt of the application and notify both the Opponent and the Opposed party in writing. The administrative authority for industry and commerce under the State Council may grant a six-month extension under certain circumstances. . Where the Opposed party is dissatisfied with the decision of the Trademark Review and Adjudication Board, he or it may, within thirty days from receipt of the notification, institute legal proceedings with the people's court. The people's court shall notify the Opponent as a third party to the litigation.

Article 42 Where a registered trademark is assigned, the assignor and assignee shall sign an agreement for the assignment and jointly file an application with the Trademark Office. The assignee shall guarantee the quality of the goods in respect of which the registered trademark is used.

When a registered trademark is to be assigned, the trademark registrant shall assign in a lump all of its similar trademarks in respect of the identical goods, or, identical or similar trademarks in respect of the similar goods.

With respect to applications for the assignment of registered trademarks, which may produce confusion or other adverse effects, the Trademark Office shall refuse them, and shall notify the applicants in writing and give the reasons therefor.

The assignment of a registered trademark shall be published after it has been approved. The assignee shall enjoy the exclusive right to use the trademark from the date of publication.

Article 50 Where a registered trademark has been cancelled, invalidated or has not been renewed at the expiration, the Trademark Office shall, during one year from the date of the cancellation, invalidation or expiration, approve no application for the registration of a trademark that is identical with or similar to the said trademark.

Regulations for the Implementation of Trademark Law

Rule 13 Anyone who applies for registration of a trademark shall file an application based on the published Classification of Goods and Services. For each application for registration of a trademark, the applicant shall submit to the Trademark Office one copy of the Application for Trademark Registration and one copy of reproduction of the trademark; if applying for the registration of the combination of colors or a sign with the designated color or colors as a trademark, one copy of colored reproduction of the trademark and one copy of the black and white design shall be submitted; if applying for the registration of trademark without designated color or colors, the black and white design shall be submitted.

The reproductions of a trademark must be clear, easy to be pasted up, printed on smooth and clear durable paper or use photographs as a substitute, and the length and breadth of which shall be not more than ten centimeters and not less than five centimeters each.

If applying for the registration of a three-dimensional sign as a trademark, the applicant shall make a statement in the application, explain how to use the trademark, and submit a reproduction including perspectives of at least three different sides of the mark thereof by which the three-dimensional shape can be determined.

If applying for the registration of the combination of colors as a trademark, the applicant shall make a statement in the application, and explain how to use the trademark.

If applying for the registration of a sound as a trademark, the applicant shall make a

statement in the application, submit the audio reproduction as requested, describe the sound and explain how to use the trademark. The description shall describe the said sound by musical notation or numbered musical notation with explanatory words; if the said sound could not be described by musical notation or numbered musical notation, it shall be describe in words. The trademark description shall be in conformity with the sound sample.

If applying for the registration of a collective mark or a certification mark, the applicant shall make a statement in the application, and submit the documents certifying the qualifications of the subjects and the rules on the administration of the use of the mark.

Where a trademark is, or consists of, foreign words, their Chinese meanings shall be indicated.

Rule 15 The class(es) and indications of goods or services shall be listed in the application as specified in the Classification of Goods and Services; where any goods or services are not included in the Classification of Goods and Services, a description of the goods or services in question shall be attached to the application.

Applications for trademark registration and other related documents submitted in writing shall be typewritten or printed.

The preceding paragraph applies to other trademark affairs.

Rule 19 Where two or more applicants apply respectively on the same day for the registration of identical or similar trademarks in respect of the same or similar goods, both or all of the applicants shall, within 30 days from the date of receipt of the notification of the Trademark Office, submit the evidence of prior use of such trademarks before applying for registration. Where the use started on the same day or none is yet in use, both or all of the applicants may, within 30 days from the date of receipt of the notification of the Trademark Office, conduct consultations on their own and submit a written agreement to the Trademark Office; if they are not willing to conduct consultations or they fail to reach an agreement through consultations, the Trademark Office shall notify both or all of the applicants to determine one of them by drawing

lots and refuse the applications for registration filed by others. Where an applicant has been notified by the Trademark Office but fails to participate in the drawing of lots, the application filed by such an applicant shall be considered abandoned, and the Trademark Office shall notify the applicant in writing who does not participate in the drawing of lots.

Rule 43 Anyone who applies for the territorial extension to China, and requests for the protection of a three-dimensional sign, combination of colors or sound as a trademark, or the protection of collective trademark or certification trademark, within three months from the date of recording the trademark in the International Register, shall submit the materials required by Rule 13 through the trademark agency established in accordance with laws in China. If the applicant fails to submit the relevant materials within the time limit, such application shall be refused.

Rule 45 The opponent who is in conformity with Article 33 of The Trademark Law may file an opposition to the Trademark Office against a request for territorial extension to China within 3 months from the first day of the next month following the publication of the International Registration Gazette by the World Intellectual Property Organization.

The Trademark Office shall notify the International Bureau the opposition in the form of provisional refusal before the expiry of the applicable refusal period.

The Opposed party may make a response within 30 days from receipt of the provisional refusal transmitted by the International Bureau. The response and other related evidence shall be submitted through the trademark agency established in accordance with laws in China.

Rule 47 For the assignment of territorial extensions designating China, the assignee shall have a real and effective industrial or commercial establishment in, or be domiciled in a contracting party, or be a national of a contracting state or a state member of a contracting organization.

Where an assignor fails to assign in a lump all his or its identical or similar marks in respects of the same or similar goods or services,

the Trademark Office shall notify the holder of international registration to rectify the situation within 3 months from the date of the notification; if the situation is not rectified at the expiration of the time limit, or if the assignment of a trademark is likely to produce confusion or bears other adverse effects, the Trademark Office shall decide that the said assignment has no effect in China, and declare it to the International Bureau.

Rule 48 For the limitation of list of goods and services of territorial extensions designating China, if the limitation does not comply with the requirements on the classification of goods or services enforced in China, or enlarges the original list of goods and services, the Trademark Office shall decide that the limitation has no effect in China, and declare it to the International Bureau.

Administrative Reconsideration Law

Article 9 Any citizen, legal person or any other organization, who considers that a specific administrative act has infringed upon his or its lawful rights and interests, may file an application for administrative reconsideration within 60 days from the day when he or it knows the specific administrative act, except that the time limit prescribed in laws exceeds 60 days.

If the time limit prescribed by law is delayed due to force majeure or other special reasons, the time limit shall be accounted continuously from the day when the obstacle is removed.

Administrative Procedure Law

Article 46 If a citizen, a legal person or any other organization brings a suit directly before a people's court, he or it shall do so within six months from the day when he or it knows that a specific administrative act has been undertaken, except as otherwise provided for by law.