

W&B IP Newsletter

October of 2025, Vol. 102

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Watson & Band Updates

Watson & Band Honored with "Service Integrity Award" and Other Accolades by Shanghai Trademark and Brand Association

On the afternoon of October 16, 2025, the 30th Anniversary Celebration of the Shanghai Trademark and Brand Association was held at the Shanghai Dramatic Arts Centre. The event recognized collectives and individuals who have made outstanding contributions to the high-quality development of the industry, presenting several significant awards, including those for representative trademark agency cases.

Watson & Band Intellectual Property Agency Ltd. was honored with the "Service Integrity Award." In addition, two cases handled by Watson & Band received a "Representative Trademark Agency Case" award and a "Representative Trademark Agency Case Nominee" designation, respectively. These accolades highlight Watson & Band's comprehensive strengths in ethical conduct and professional service.

Patents

Patent Grants from January to September 2025 Decrease by 508,000 YoY; Invention Patent Grants Down 16.6%, with a Grant Rate of Approximately 58.3% for the First Three Quarters

Recently, the China National Intellectual Property Administration (CNIPA) released its main intellectual property statistics for September 2025. A year-on-year (YoY) comparison with the same period in 2024 reveals the following:

For the period of January-September 2025, invention patent grants decreased by 135,360 (-16.56% YoY), while utility model grants fell by 391,442 (-25.92% YoY).

In contrast, design patent grants saw an increase of 17,842 (+3.86% YoY).

As of the end of September 2025, the total number of valid patents reached 20,941,187.

Comparison of Patent Grants: January–September 2025*				
	Invention	Utility Model	Design	Total
2024	817480	1510377	462123	2789980
2025	682120	1118935	479965	2281020
Change	-135360	-391442	17842	
September	-16.56%	-25.92%	3.86%	
August	-23.18%	-26.13%	3.38%	
July	-26.59%	-24.69%	2.05%	

The grant rate for invention patents from January to September 2025 stood at 58.3%, a notable increase of two percentage points from the end of August. September's grant rate for invention patents reached 70.7%, making it the month with the highest number of grants this year.

(Note: The grant rate for invention patents is calculated as the number of grants divided by the number of concluded examinations).

Invention Patent Grant Rate in 2025				
(Unit: 10,000 cases)				
	Concluded Examinations	Grants	Rejections/ Withdrawals	Grant Rate
Jan-Apr 2025	49.6	26.8		54.03%
April	13	6.9	3.1	53.00%
Jan-May 2025	60.4	33.2		55.00%
May	10.8	6.4	2.8	59.20%
Jan-Jun 2025	71.3	39.4		55.32%
June	10.9	6.2	2	57.00%
Jan-Jul 2025	85.6	47.7		55.70%
July	14.3	8.3	2.8	57.70%
Jan-Aug 2025	100.9	56.8		56.30%
August	15.2	9.1	3.6	59.90%
Jan-Sep 2025	117	68.2		58.30%
September	16.1	11.4	3.3	70.70%

Patents

Statistics by patentee type show that from January to September 2025, domestic invention patent grants decreased by 14.29% (YoY), with declines observed across all five patentee categories. Specially:

- Scientific Research Institutions: Patent grants decreased by 1.21% YoY.
- Universities & Colleges: Patent grants decreased by 2.54% YoY.
- Individuals: Invention patent grants saw a sharp decrease of 47.79% YoY.
- Enterprises: Invention patent grants decreased by 17.47% YoY.

Comparison of Domestic Patent Grants by Patentee Type: January–September							
Patent Type Category		Universities & Colleges	Scientific Research	Enterprises	Public Institutions	Individuals	Total
Invention	2024	128320	35664	543547	14168	11830	733529
	2025	125064	35234	448576	13658	6176	628708
	September	-2.54%	-1.21%	-17.47%	-3.60%	-47.79%	-14.29%
	August	-15.15%	-12.16%	-23.22%	-9.75%	-48.04%	-21.41%
Utility Model	2024	47803	12615	1324875	55829	65218	1506340
	2025	27068	8291	1018427	31936	29811	1115533
	September	-43.38%	-34.28%	-23.13%	-42.80%	-54.29%	-25.94%
	August	-43.08%	-35.66%	-23.87%	-39.25%	-52.89%	-26.33%
Design	2024	10451	949	321598	2257	109607	444862
	2025	11403	915	352143	2967	99526	466954
	September	9.11%	-3.58%	9.50%	31.46%	-9.20%	4.97%
	August	7.50%	-6.47%	9.41%	30.02%	-10.39%	4.50%

For utility model patents, grants declined across all five patentee categories. Specifically:

- Grants to Individuals decreased by 54.28%.
- Grants to Universities & Colleges decreased by 43.38%.
- Grants to Scientific Research Institutions decreased by 34.28%.
- Grants to Enterprises decreased by 23.13%.

(Source: CNIPA)

Trademarks

CNIPA Releases Trademark Statistics for January–September 2025

The China National Intellectual Property Administration (CNIPA) recently published trademark statistics for the period of January to September 2025.

Compared to the same period in 2024, trademark registrations from January to September 2025 decreased by 292,085, representing a year-on-year (YoY) decline of 8.14%.

During the same period, applications for review of rejection decreased by 19.69% YoY, and invalidation applications fell by 9.84% YoY.

In contrast, applications for review of cancellation increased by 1.95% YoY.

Trademark Data Comparison: January–September 2025						
	Cumulative Registrations (YTD)	Total Valid Registrations	Opposition Applications	Review of Rejection Applications	Invalidation Applications	Applications for Review of Cancellation (Unit: Cases)
2024	3586149		92200	249393	53016	13440
2025	3294064	52081448	86717	200284	47800	13702
Change	-292085		-5483	-49109	-5216	262
September	-8.14%		-5.95%	-19.69%	-9.84%	1.95%
August	-10.04%		-5.58%	-11.88%	-10.04%	9.55%
July	-11.65%		-9.59%	-12.05%	-11.50%	2.69%

(Source: CNIPA)

Intellectual Property

CNIPA Releases the "2024 Survey Report on Public Satisfaction with Intellectual Property Protection"

Recently, the China National Intellectual Property Administration (CNIPA) published the "2024 Survey Report on Public Satisfaction with Intellectual Property Protection" on its official website.

According to the report, CNIPA continued to conduct its in-depth survey on public satisfaction with IP protection in 2024. The survey was carried out using random sampling, collecting over 17,200 valid samples from 31 provinces (including autonomous regions and municipalities, but excluding Hong Kong, Macao, and Taiwan). The respondents comprised three main groups: IP rights holders, industry professionals, and the general public.

In 2024, the national satisfaction score for IP protection reached 82.36 (out of 100). This marks an increase of 0.32 points from 2023, 1.75 points since the beginning of the "14th Five-Year Plan" period (2021), 9.98 points since the start of the "13th Five-Year Plan" period (2016), and a significant 18.67 points since the survey's inception in 2012. Overall, the public satisfaction score for IP protection has demonstrated a consistent and steady upward trend in recent years.

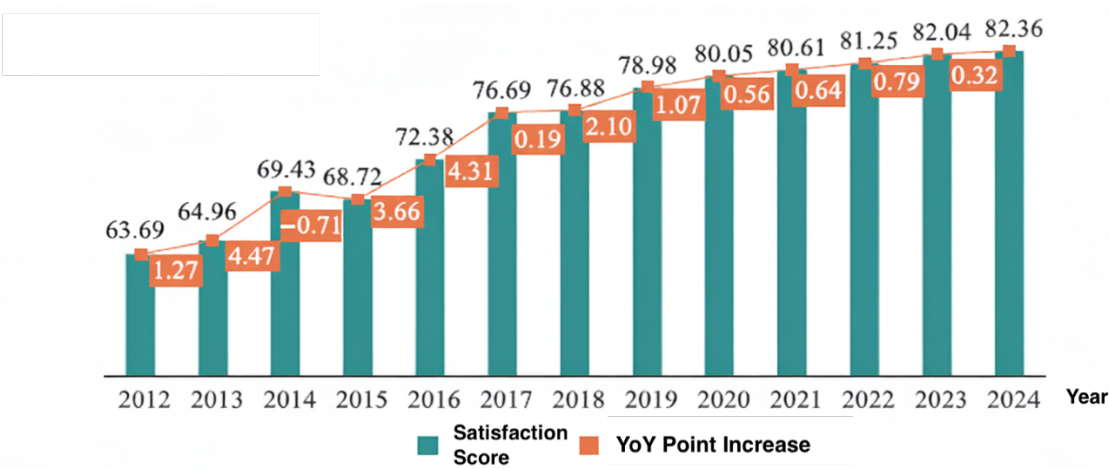


Fig 1.1.1 National Public Satisfaction with IP Protection (2012–2024)

Link to the full report in Chinese (Click to view):

https://www.cnipa.gov.cn/module/download/download.jsp?i_ID=201880&colID=88

(Source: CNIPA)