

W&B IP Newsletter



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Watson & Band Updates

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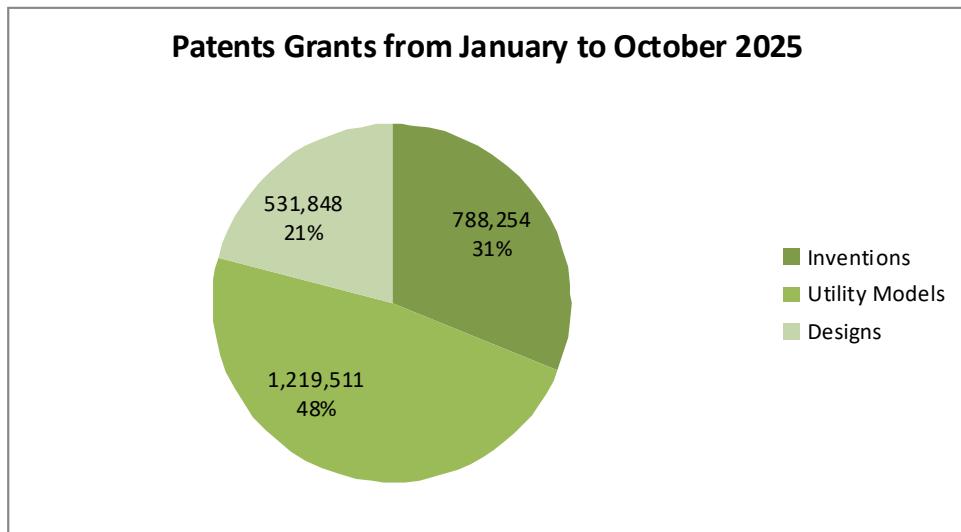
The International Trademark Association (INTA) has officially released its Know Before You Go – Geographical Indications Report Series (the "Guide") to support the global expansion of Chinese geographical indication (GI) brands. Designed to address the complex cultural barriers and legal challenges Chinese GI products may face during global expansion, the Guide offers strategic and practical roadmaps across five key jurisdictions, including the EU, UK, France, Germany and Italy.

Ms. Zhou Xiaoting, an attorney at Watson & Band, was invited to serve on the project's expert panel and exclusively authored the "Germany Report." In this report, Ms. Zhou provides an in-depth analysis of the interplay between the German legal framework and EU regulations. She places particular emphasis on judicial protection pathways, enforcement strategies against unfair competition, and administrative actions within Germany. Her contribution offers Chinese brand owners a concrete and actionable playbook for securing robust protection in this critical market.

Patents

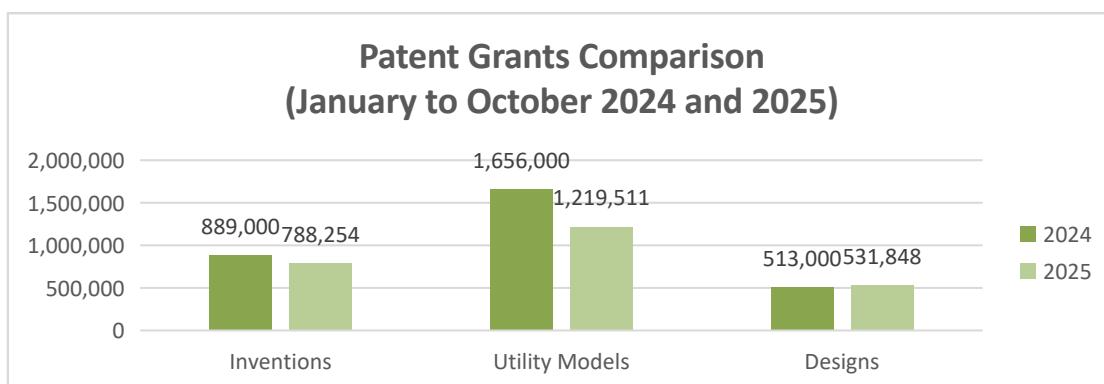
CNIPA Releases Patent Statistics for January–October 2025

According to the latest data released by the China National Intellectual Property Administration (CNIPA), the total number of patents granted in China from January to October 2025 stood at 2.5396 million. This represents a decrease of 518,400 compared to the same period last year (3.058 million), marking a year-on-year decline of 16.95%.



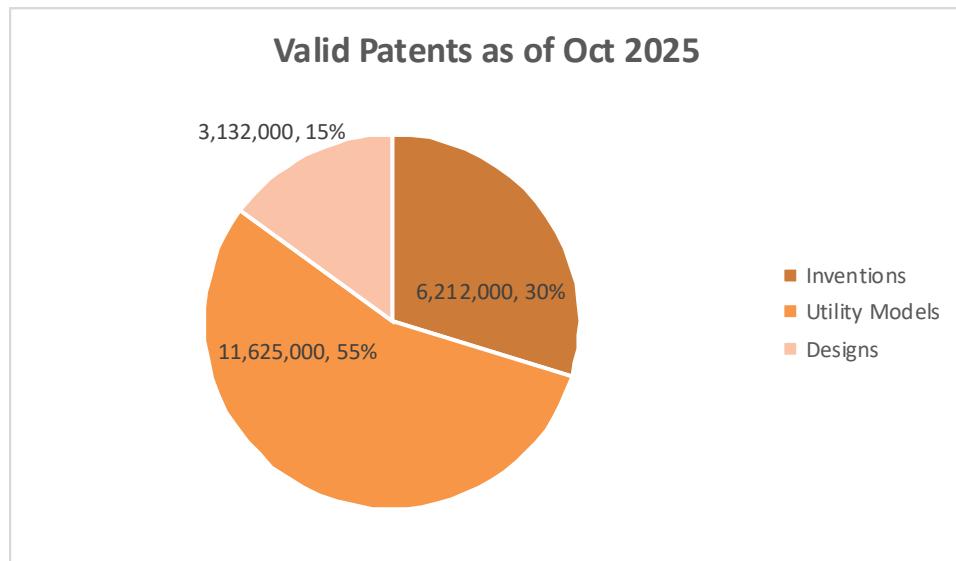
A breakdown by patent type reveals the following trends:

- **Invention Patents:** Approximately 788,200 invention patents were granted, a year-on-year decrease of 11.33%. This continues the trend of prudent examination and reflects the deepening implementation of policies aimed at prioritizing patent quality over quantity.
- **Utility Models:** Grants for utility models saw a significant drop of 26.36%, totaling approximately 1.2195 million. This sharp decline highlights the dual impact of stricter examination standards for utility models and strategic filing adjustments by applicants.
- **Designs:** Bucking the overall downward trend, industrial design grants rose by 3.67% to approximately 531,800. This increase suggests that enterprises are placing greater emphasis on product differentiation and the protection of industrial designs.



Patents

As of the end of October 2025, the total number of valid invention patents in China reached 6.212 million. Of these, 5.284 million are held by domestic entities (excluding Hong Kong, Macao, and Taiwan). The total volume of valid utility models stood at 11.625 million, while valid industrial designs reached 3.132 million.



Regarding international filings, the CNIPA received 62,006 PCT international patent applications from January to October. Notably, 57,482 of these were filed by domestic applicants, accounting for 92.7% of the total.

(Source: CNIPA)

Trademarks

CNIPA Releases Trademark Statistics for January–October 2025

From January to October 2025, China saw 3.7 million new trademark registrations, a year-on-year decrease of 4.76%. This decline reflects the continued regulatory focus on "controlling volume while improving quality." Meanwhile, the total number of valid trademarks reached 52.456 million, an increase of 6.85%, indicating a sustained accumulation of active trademark assets.

During the same period, procedural applications—including Oppositions, Reviews of Refusal, Invalidations, and Reviews of Cancellation—all showed a downward trend, dropping by 5.04%, 20.14%, 9.88%, and 13.80% respectively. These figures suggest that market behavior regarding trademark rights is becoming more rational. They also indicate that measures to curb abnormal applications are taking effect, accelerating the trademark ecosystem's shift from being "registration-centric" to prioritizing "actual use and quality."

Comparative Trademark Data: January to October (2024 vs 2025)							(Unit: Cases)
	Cumulative Registrations (YTD)	Total Valid Registrations	Opposition Applications	Review of Rejection Applications	Invalidation Applications	Cancellation Review Applications	
2024	3,885,070	49,093,056	101,681	274,151	57,169	15,781	
2025	3,700,182	52,455,608	96,553	218,933	51,520	13,604	
Change	-184,888	3,362,522	-5,128	-55,218	-5,649	-2,177	
Growth Rate	-4.76%	6.85%	-5.04%	-20.14%	-9.88%	-13.8	

(Source: CNIPA)

Other IP Rights

CNIPA Releases GI and IC Layout Designs for January–October 2025

	Approved GI Products	Approved GI Trademarks to be Registered as Collective or Certification Marks	Approved Market Entities Using GI and Special Signs
Jan-Oct 2025	2,401	48	18,289

From January to October, China received 9,260 applications for the registration of layout-designs of integrated circuits, with 8,194 certificates issued during the same period.

(Source: CNIPA)

Intellectual Property

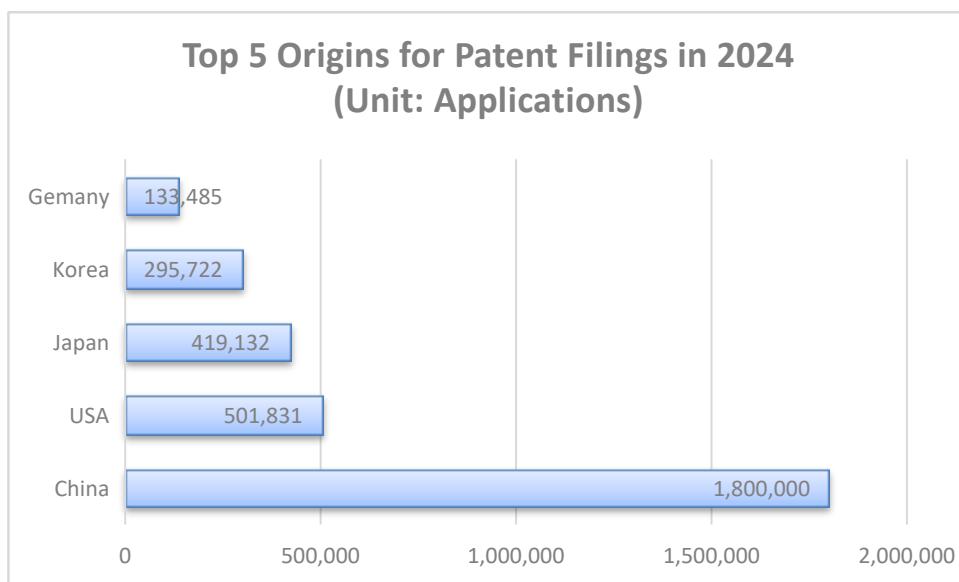
WIPO World Intellectual Property Indicators 2025: — China Tops All Three Major Rankings; Asian Strength Drives Global Innovation

The World Intellectual Property Organization (WIPO) has recently released the World Intellectual Property Indicators 2025. Global filings for Patents (+4.9%) and Industrial Designs (+2.2%) hit historic highs in 2024, while Trademark activity stabilized (-0.1%) following a two-year decline. WIPO Director General Daren Tang emphasized that the continued growth reflects "strong confidence in the IP system" as a central pillar of business strategy. Notably, China ranked first globally in total volume across all three major categories: patents, trademarks, and designs.



Patents

Global filings reached a record 3.7 million. China (1.8 million) maintained a commanding lead, while India (+19.1%) posted the fastest growth among the top 20 origins. Computer technology (13.2%) remains the dominant technical field and is the only sector to witness double-digit growth over the past decade.



[Fig 1:Top 5 Origins for Patent Filings in 2024 (Unit: Applications)]

Intellectual Property

Trademarks

Global filing activity totaled 15.2 million classes, signaling a market stabilization. While China led with ~7.3 million classes, both China and the US saw slight dips (-1.5%). In contrast, emerging markets like Brazil (+10.4%) and India (+7.4%) saw robust surges. Research and technology (19.3%) was the leading sector for applicants seeking protection abroad. Research and technology (19.3%) was the leading sector for applicants seeking protection abroad.

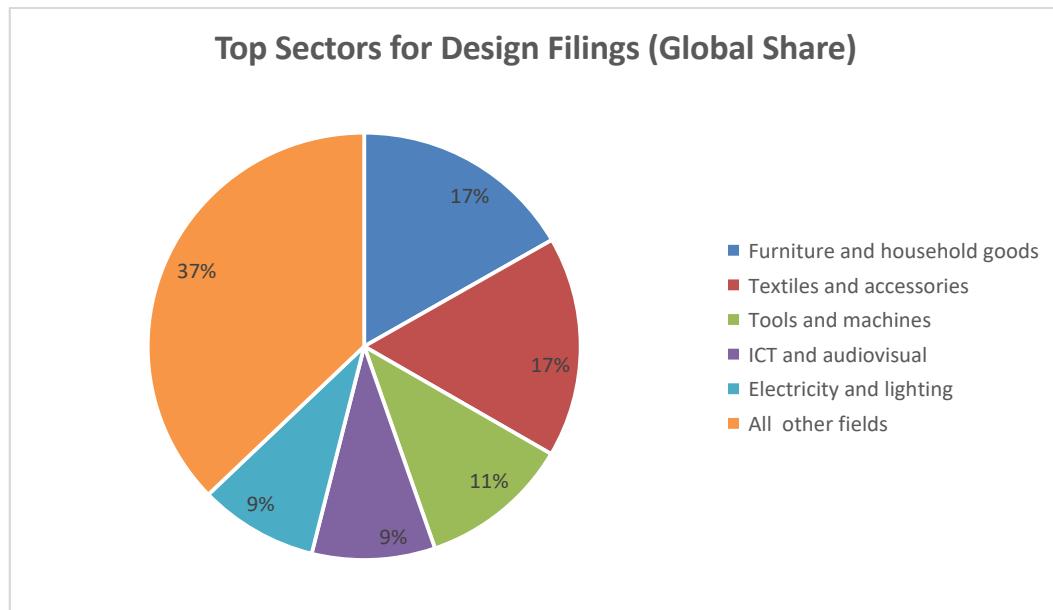
Rank	Origin	Total(Classes)	YoY Change
1	China	~7,300,000	⬇️-1.5%
2	USA	836,457	⬇️-1.5%
3	Russian Fed.	559,436	↗️+2.9%
4	India	532,900	↗️+7.4%
5	Brazil	436,291	↗️+10.4%

(Fig 2: Top 5 Origins for Trademark Filings & Year-on-Year Growth)

Strong performance in emerging markets offset slight declines in the US and China.

Designs

Global activity rose to 1.6 million designs, with China (906,849) accounting for over half the world total. The top five origins combined hold nearly 75% of the global share. Germany (+7.9%) saw the fastest growth among the top five, while India (+44.9%) skyrocketed among the top 20. The top five sectors combined account for 62.8% of all filings.



(Fig 3: Top Sectors for Industrial Design Filings (Global Share))

Intellectual Property

(Insight: Furniture and Textiles combined make up 1/3 of the market, indicating that design filings are still dominated by traditional consumer goods, though ICT equipment follows closely behind.)

(Source: WIPO China)