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Weekly Competition Law News

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Regulating Authorities Launch Special Antitrust Law Enforcement Campaigns in Key Areas

In mid-to-late April 2022, the Administrations for Market Regulation (“AMR”) in several provincial administrative regions, such as Guangxi, Beijing, Ningxia and Hainan, have successively launched the special campaigns against abuse of administrative power to exclude or restrict competition, focusing on rectifying abuse of administrative power to hinder the free circulation of goods, services and factors, exclude or restrict out-of-town operators, restrict transactions directly or in disguise, formulate regulations that exclude and restrict competition. The campaigns mainly focus on key industries and fields such as education, health care, engineering construction, public utilities, transportation, insurance, government procurement and bidding. ([More](#))

Beijing AMR Strengthens Antitrust Law Enforcement

On April 18, 2022, Beijing Administration for Market Regulation (“Beijing AMR”) launched the *21 Policies of Helping and Benefiting Enterprises*. The measures related to antitrust law enforcement include: (1) strengthening the antitrust compliance guidance for platforms enterprises, guiding companies to establish and strengthen antitrust compliance management systems, consciously standardizing business practices, ensuring sustainable, healthy and orderly development of companies; (2) strictly investigating and punishing monopolistic behaviors and acts of unfair competition. ([More](#))

Moscow Court Rules Antitrust Case against Apple Is Lawful

On April 21, 2022, according to media reports, a Moscow court ruled that it was lawful for Russia’s Federal Antimonopoly Service (“FAS”) to open an antitrust case against Apple. In October last year, FAS began the antitrust case against Apple, accusing it of failing to allow app developers to tell customers about alternative payment options when using its App Store. Apple could face a fine based on its revenue in Russia if found guilty. ([More](#))

Germany Federal Cartel Office Preliminarily Identifies Deutsche Bahn’s Abuse of Dominance

On April 20, 2022, the Germany Federal Cartel Office has come to the preliminary conclusion that certain practices and contractual clauses used by Deutsche Bahn in relation to mobility platforms constitute an abuse of market power. Mobility platforms mainly offer online solutions for integrated route planning. The Germany Federal Cartel Office identified Deutsche Bahn the dominant rail transport company in Germany, which is vertically integrated from network operation to ticket distribution. Therefore, it should be subject to abuse control. However, Deutsche Bahn does not provide forecast data on passenger rail services, which are essential for the development of mobility platforms’ services. In addition, Deutsche Bahn set contractual restrictions on advertising, price and discounts. ([More](#))

Hikma Gets Preliminary Approval from FTC to Acquire Custopharm

On April 19, 2022, a multinational pharmaceutical company Hikma get preliminary approval from the Federal Trade Commission (“FTC”) to acquire Custopharm, which develops mostly generic injectable drugs, with USD 375 million (approximately RMB 2.4 billion), on the premise that Custopharm’s parent company retains and transfers Custopharm’s assets related to the corticosteroid drug triamcinolone acetonide (“TCA”) to another subsidiary Long Grove Pharmaceuticals. Further, in order to preserve competition in the TCA market, FTC required Long Grove to maintain the competitive viability of the retained TCA assets and required Hikma to seek its approval for future acquisitions related to TCA. ([More](#))

Almost 50 State Attorneys General Press DC Circuit to Promote their Antitrust Appeal against Facebook

On April 18, 2022, according to media reports, a 52-page reply filed by the attorneys general of almost all 50 states pressed the United States Court of Appeals District of Columbia Circuit (“DC Circuit”) to let their antitrust case against Facebook proceed. In January, the attorneys general urged the appellate court to override their case’s dismissal with prejudice. Facebook fired back, asserting that the challenged policies were lawful when in effect. The states’ reply noted that Facebook’s own CEO said that the company sought to “build a competitive moat around its monopoly”. The attorneys general then highlighted their role protecting the public from abuses of competition. ([More](#))

DC Attorney General Asks Court to Reconsider Amazon Antitrust Suit

On April 17, 2022, according to media reports, a filing submitted by District of Columbia Attorney General Karl Racine asked the state court to reconsider the oral decision it issued last month dismissing the suit against Amazon. The lawsuit, filed in May 2021, asserted that Amazon controls between 50 and 70% of America’s domestic online sales and maintains a monopoly in the online retail market. The complaint pointed that Amazon imposed a pricing parity policy on third-party sellers, creating an artificial price floor for goods, which violated the *District of Columbia’s Antitrust Act*. ([More](#))

Cybersecurity and Data Protection

Central Committee for Deepening Overall Reform Approves the *Guiding Opinions on Strengthening the Construction of Digital Government*

On 19 April 2022, Xi Jinping, General Secretary of the Central Committee of the Communist Party of China, President of the State, Chairman of the Central Military Commission, and Director of the Central Committee for Deepening Overall Reform, presided over the 25th Meeting of the Central Committee for Deepening Overall Reform. The *Guiding Opinions on Strengthening the Construction of Digital Government* and other documents were reviewed and approved. The meeting pointed out that strengthening the construction of digital government is an important measure to innovate the concept and method of governance. It is necessary to tighten the string of data security, accelerate the construction of an all-round security guarantee system of digital government, and comprehensively strengthen the responsibility of digital government security management. ([More](#))

SPB, MPS and CAC Jointly Launch a Special Action for Personal Information Security Governance in the Field of Postal Express Delivery

On 21 April 2022, the State Post Bureau (“SPB”), the Ministry of Public Security (“MPS”), and the Cyberspace Administration of China (“CAC”) jointly deployed a six-month special action for personal information security governance in the postal express delivery sector. The meeting pointed out that the postal express industry is an important industry field for network security and critical information infrastructure protection, and an important part of the national network security management. The CAC should strengthen the coordination and cooperation with the SPB and the MPS, continuously improve and promote relevant systems and measures for the protection of personal information, and effectively improve the level of personal information protection in the field of postal express delivery. ([More](#))

CNIPA Carries out Experimental Actions on Data Intellectual Property Protection in Zhejiang, Shanghai and Shenzhen

On 24 April 2022, the China National Intellectual Property Administration (“CNIPA”) stated at the press conference of the State Council Information Office that the CNIPA has carried out experimental actions on data intellectual property protection in Zhejiang, Shanghai and Shenzhen, striving to obtain replicable and generalizable experiences and practices in legislation and certification registration, to provide a practical basis for the subsequent system design. In particular, Zhejiang established a public certification platform for data intellectual property, and began to provide certification services for market entities. In the next step, the CNIPA will continue to strengthen cooperation with all parties, increase theoretical research and practical exploration, and accelerate the establishment and improvement of the state’s data property rights protection system. ([More](#))

CAICT Releases *Data Center White Paper (2022)*

On 20 April 2022, the China Academy of Information and Communications Technology (“CAICT”) released the *Data Center White Paper (2022)* (“the White Paper”). Based on the global perspective and the state’s current situation, the White Paper sorted out the overall and hotspot situation of the data center industry, analyzed the development of the state’s data center industry and the trend of the state’s data centers from the dimensions of market, technology and policy. The White Paper believes that the data center industry will continue to develop steadily, the overall scale and market revenue will grow steadily and the market demand is strong. ([More](#))

Beijing Municipal Bureau of Economy and Information Technology Releases *Action Plan on Opening Overall Industry Chain of Digital Economy Beijing (Exposure Draft)*

On 15 April 2022, the Beijing Municipal Bureau of Economy and Information Technology released the *Exposure Draft of Action Plan on Opening Overall Industry Chain of Digital Economy Beijing* (“the Plan”) to solicit public comments. The Plan proposed 22 reform measures through 6 aspects, such as accelerating the process of data elementization, promoting breakthroughs in the marketization reform of elements, creating new advantages in digital technology, enabling innovation and development of key industries, strengthening digital economic governance, and enhancing digital economic development support, striving to create a data-driven development highland for the entire industry chain of the digital economy, and to promote the opening of the entire industry chain of the digital economy in Beijing. ([More](#))

Beijing Communications Administration Announces the Launch of Special Action for Comprehensive Governance of Apps in Beijing 2022

On 18 April 2022, the Beijing Communications Administration decided to launch a six-month special action for comprehensive governance of Apps in Beijing. This special action covers four types of subjects, including app store operators, app operators, basic telecommunications companies, and Internet access service providers. Those subjects are required to carry out self-examination for the management of malicious programs and security vulnerabilities, user data security protection, monitoring of bad Apps, dissemination governance of illegal apps, app auditing and to rectify the problems in a timely manner. ([More](#))

Shanghai Issues *Construction and Implementation Plan for the Standardization of Shanghai’s Urban Digital Transformation*

On 20 April 2022, Shanghai Municipal People’s Government issued the *Construction and Implementation Plan for the Standardization of Shanghai’s Urban Digital Transformation* (“the Plan”). Focusing on the comprehensive digital transformation requirements of “economy, life and governance”, through the implementation of a batch of digital transformation standards that are useful, efficient and effec-

tive, and the development of a systematic, coordinated and flexible standard system for urban digital transformation, the Plan provides standard support for building an international digital capital with worldwide influence. The Shanghai government disclosed three major goals for the standardization of digital transformation. First, to build a full-coverage urban digital transformation standard system; second, to build a standard supply mechanism that places equal emphasis on the government and the market; and third, to build a standardization work pattern that adapts to the new development stage. ([More](#))

China's First Case of NFT Rights Protection Heard in Public Open Trial in Hangzhou Internet Court

On 20 April 2022, the case of *Beijing Qice Technology Co., Ltd. for infringement of the right of dissemination via networks* has been heard in public open trial. The court held that the metaverse platform operated by the defendant, as an NFT art transaction service platform, failed to fulfill its duty of a prudent operator. Therefore, the defendant has subjectively faulted its obligation and its behavior had constituted a contributory infringement. In this case, it is clarified that (1) transactions of NFT arts are under control by the right of dissemination via networks; (2) NFT arts transaction service platforms should undertake a higher duty of examination; and (3) NFT arts transactions are not subject to the principle of “exhaustion of rights”. ([More](#))

MIIT Notifies 37 Apps Violate Rights and Interests of Users

On 20 April 2022, the Ministry of Industry and Information Technology (“MIIT”) notified that MIIT organized a third-party inspection in mobile Internet Apps, in accordance with laws and regulations such as the *Personal Information Protection Law*, the *Cybersecurity Law*, the *Telecommunications Regulation*, and the *Provisions on Protecting the Personal Information of Telecommunications and Internet Users*. By the end of 20 April 2022, there are still 37 Apps that failed to complete the rectification such as Woaiwojia, Ruqi Mobility. Those Apps should be completely rectified by 26 April 2022, otherwise the MIIT will take relevant measures in accordance with laws and regulations. ([More](#))

Microsoft Introduces Microsoft Purview to Strengthen Data Security and Privacy Protection

On 19 April 2022, Microsoft introduced the Microsoft Purview, a comprehensive set of solutions that combines the capabilities of the former Azure Purview and the Microsoft 365 Compliance portfolio, providing unified, effective data governance and risk management for users. To extend the unified data management solution, a set of new features were announced, such as data protection for macOS users, new data classifiers, protection for mobile devices, and data lifecycle management. Currently, users can try Microsoft Purview solutions directly in the Microsoft Purview compliance portal with a free trial. ([More](#))

European Data Protection Supervisor Issues Annual Report 2021

On 20 April 2022, the European Data Protection Supervisor (“EDPS”) issued the EDPS Annual Report 2021, which provides an overview of the EDPS’ supervisory activities in 2021. In particular, the Annual Report 2021 includes the EDPS’ work of data protection on seven aspects, such as on the international transfers of personal data; on the COVID-19 pandemic; on the areas of freedom, security and justice; on the shaping of Europe’s Digital Future; on increasing in legislative consultations; on pleadings before the court of Justice of the European Union; and on a new initiative TechSonar. ([More](#))

Singapore Personal Data Protection Commission Fines Education Group GeniusU of SGD 35,000

On 21 April 2022, the Personal Data Protection Commission Singapore (“PDPC”) imposed a financial penalty on GeniusU for failing to put in place reasonable security arrangements to prevent the unauthor-

ized access and exfiltration of individuals personal data stored in its staging database. In January last year, GeniusU notified the PDPC of unauthorized access and exfiltration of a staging Application database holding personal data. The personal data of approximately 1.26 million users were affected. Having considered the factors listed at section 48J(6) of the Personal Data Protection Act and GeniusU's upfront voluntary admission of liability which significantly reduced the time and resources required for investigations, as well as the prompt remedial actions undertaken by GeniusU, the PDPC imposed a penalty of SGD 35,000 on it. ([More](#))

Bill for the *Warrant for Metadata Act* Introduced to House of Representatives

On 21 April 2022, representative Ted Lieu introduced H.R.7553 - *Warrant for Metadata Act* ("the Act") to the U.S. House of Representatives. The Act has been forwarded to the House Judiciary Committee. Under the frame of the Act, federal agencies need to obtain court approval before accessing metadata from cloud service providers. Section 2703 of title 18, United States Code, which also provided protection for certain electronic communications from unauthorized disclosure, was amended by the Act, extending protection to electronically stored metadata. ([More](#))

U.S. Ninth Circuit Court of Appeals Finds Data Scraping Legal in LinkedIn Appeal Case

On 21 April 2022, the U.S. Ninth Circuit Court of Appeals has ruled in the hiQ Labs v. LinkedIn that the concept of "without authorization" does not Apply to public websites and LinkedIn couldn't block his rival hiQ from scraping publicly available data on LinkedIn users. This case has been dragging on for almost five years. LinkedIn demanded in 2017 that hiQ cease and desist from scraping LinkedIn data. LinkedIn also began blocking hiQ's access and its ability to scrape data from public LinkedIn profiles, arguing that hiQ's actions violated several laws, most notably the *Computer Fraud and Abuse Act* and LinkedIn's Terms of Use. Initially, the courts ruled that LinkedIn couldn't block hiQ. This was followed up by the Ninth Circuit in 2019 with a decision repeating that LinkedIn couldn't stop the startup from data scraping. Despite all that, LinkedIn spokesperson Greg Snapper said in a statement, "We're disappointed in the court's decision. This is a preliminary ruling and the case is far from over." ([More](#))

United States, Canada, Japan, Singapore, the Philippines, the Republic of Korea and Taiwan Province of People's Republic of China Publish *Global Cross-Border Privacy Rules Declaration*

On 21 April 2022, the United States, Canada, Japan, Singapore, the Philippines, the Republic of Korea and Taiwan Province of People's Republic of China published Global Cross-Border Privacy Rules Declaration, establishing the Global Cross Border Privacy Rules Forum ("CBPR Forum"). The Global CBPR Forum will establish an international certification system based on the existing APEC Cross-Border Privacy Rules ("CBPR") and Privacy Recognition for Processors ("PRP") Systems, enabling participation beyond APEC member economies. The Global CBPR and PRP Systems are designed to support the free flow of data and effective data protection, and enable interoperability with other privacy frameworks. ([More](#))

EU Unveils New *Digital Services Act* to Limit Illegal Content and False Information

On 23 April 2022, European Parliament and Council reached a provisional political agreement on the *Digital Services Act* ("DSA"). Negotiators agree on landmark rules to effectively tackle the spread of illegal content online and protect people's fundamental rights in the digital sphere. Together with the *Digital Markets Act*, the DSA will set the standards for a safer and more open digital space for users and a level playing field for companies for years to come. Under the new rules, intermediary services, namely online platforms, such as social media, will have to take measures to protect their users from

illegal content, goods and services. It is noteworthy that very large online platforms will have to comply with stricter obligations under the DSA, proportionate to the significant societal risks they pose when disseminating illegal and harmful content, including disinformation. Online platforms and search engines can be fined up to 6% of their worldwide turnover. In the case of very large online platforms (with more than 45 million users), the EU Commission will have exclusive power to demand compliance. ([More](#))

Intellectual Property

The Supreme People's Court issued top ten IP cases and 50 typical IP cases of Chinese Courts in 2021

On April 21, 2022, The Supreme People's Court held a press conference for the IP Publicity Week to inform the overall situation of the judicial protection of IP rights in 2021, and issued top ten IP cases and 50 typical IP cases. In 2021, Chinese courts heard a large number of IP civil, administrative and criminal cases, and the number of IP cases accepted and concluded reached a record high. In 2021, 642,968 IP cases of first instance, second instance or application for retrial were accepted, and 601,544 (including the old ones, the same below) were concluded, an increase of 22.33% and 14.71% respectively over 2020.

Source: [The Supreme People's Court](#)

The Supreme People's Court approved the establishment of Quanzhou Intellectual property Court in Fujian Province

Recently, the Supreme People's Court approved the establishment of an IP Tribunal specializing in IP cases in Quanzhou Intermediate People's Court, i.e., Quanzhou IP Tribunal. In the future, Quanzhou IP Tribunal shall have jurisdiction on the following types of cases: all civil and administrative IP cases of first instance on patents, new varieties of plants, layout designs of integrated circuits, technical secrets, ownership of computer software, infringement cases involving the recognition of well-known trademarks, and monopoly disputes, that occur within the jurisdiction of Quanzhou; and all civil, administrative and criminal IP cases of first instance that occur within the jurisdiction of Quanzhou, which shall not be under the jurisdiction of district courts in Quanzhou, shall be under the jurisdiction of Quanzhou IP Tribunal.

Source: [The Supreme People's Court](#)

The Supreme People's Court issued the "Several Provisions of the Supreme People's Court on the Jurisdiction of First Instance of IP Civil and Administrative Cases"

On April 21, the Supreme People's Court issued the "Several Provisions of the Supreme People's Court of First Instance on the Jurisdiction of IP Civil and Administrative Cases". (hereinafter referred to as the "Jurisdiction Provisions"). The main contents are as follows:

Firstly, seven types of civil and administrative cases of first instance involving highly technical expertise including invention patent are under the jurisdiction of IP courts, intermediate people's courts of provincial capital cities and intermediate people's courts determined by the Supreme People's Court.

Secondly, civil and administrative cases of first instance involving disputes over design patent ownership and infringement and well-known trademark recognition are under the jurisdiction of IP courts and intermediate people's courts.

Thirdly, except for the special types of cases specified in the Jurisdiction Provisions, other IP civil and administrative cases of first instance are under the jurisdiction of the grassroots people's courts determined by the Supreme People's Court.

The Supreme People's Court also issued the "Notice on Issuing the Standards for IP Civil and Administrative Cases of First Instance Governed by District People's Courts". Firstly, it determines the district people's courts and the areas under their jurisdiction that have jurisdiction over IP civil and administrative cases. Except for particular regions, there shall be at least one district people's court with jurisdiction over IP cases within the jurisdiction of each intermediate people's court. Secondly, it determines the standards for subject matter amount of IP civil cases of first instance governed by grassroots people's courts.

The Jurisdiction Provisions and the Notice will come into force on May 1, 2022. Before the effectiveness, if a people's court has received the complaint materials, the court shall continue to examine.

[Source: The Supreme People's Court](#)

Shenzhen established a diversified mechanism for resolving IP disputes

On April 19, 2022, the Shenzhen Intermediate People's Court and the Shenzhen Administration for Market Regulation (hereinafter referred to as the "Administration") signed the Agreement on Jointly Promoting Diversified Dispute Resolution Mechanism for IP Rights (the "Agreement").

The Agreement ruled that the case-filing division of the court shall transfer case materials to the Administration to initiate the procedures for the early intervention of administrative law enforcement, while introducing certain eligible IP cases of certain types into the preliminary mediation procedure. After receiving the materials, the Administration will ascertain the identity of the defendant and the effective address of service, extract electronic evidence, and push online evidence. When imposing administrative penalties, the Administration can organize the parties for mediation. If the mediation by the Administration succeeds, the right holder may apply to the court for withdrawal of the lawsuit or for judicial confirmation.

[Source: Guangdong Higher People's Court](#)

RMB 29 million of damages was awarded for infringing the patent of Pangang Group

The Chengdu Intermediate People's Court made a judgment of the dispute over the infringement upon invention patent between the plaintiffs Pangang Group Co., Ltd., et.al, and the defendants Chengdu Jinhui Technology Co., Ltd., et. al. The court ruled that the three defendants shall stop the infringement, and shall pay damages totalling RMB 29.633 million.

In terms of the identification of infringement, the court applied the rule of obstruction of evidence, and ordered the infringing party to provide production line process operation specifications, production and sales records and other materials of the alleged infringing product. As the infringing party refuse to comply, the court ruled that defendants' act constituted infringement. In terms of the calculation of infringement profits, the court used the operating income determined by the tax returns of Yuxin Company from 2013 to 2020 as the reference base, and considered the contribution rate of the patent and the profit rate. After calculation, total of RMB 29,633,000 was awarded to the plaintiffs.

[Source: Chengdu Intermediate People's Court](#)

The court applied three times punitive damages in case of "Guosen Securities" trademark infringement

Recently, the Guangdong High People's Court made the second-instance judgment on the trademark infringement and unfair competition dispute between the plaintiff, Guoxin Securities Co., Ltd. and the defendant, Shenzhen Guoxin Equity Investment Fund Management Co., Ltd., upholding the judgment of the first-instance court on ordering the defendants to stop infringement and the use of "Guoxin" in company names, and increased the damages amount from RMB 300,000, to RMB 10 million.

The court held that if one intentionally uses a logo identical to a registered trademark, knowing that the trademark owner has a high market share and good market reputation, and the registered trademark has a high reputation, and that the infringement is on a large scale with high profits and serious circumstances, such act constitutes a serious infringement, and punitive damages may be applied. The amount of damages shall be the calculated base multiplied by the penalty times. In this case, the base of profit from infringement is calculated according to the annual fund management fee model in line with the financial industry rules and actual conditions, that is, the amount of damages is determined by the total amount of raised funds × fund management rate × profit rate × contribution degree × three times punishment.

Source: [Guangdong High People's Court](#)

The judgment of first NFT infringement case was announced

On April 20, 2022, Hangzhou Internet Court held a public hearing on the dispute between the plaintiff, Shenzhen Qice Dieichu Cultural Creation Co., Ltd. and the defendant, Hangzhou Yuanyuzhou Technology Co., Ltd. over infringement of the right to disseminate information on the Internet. The court ordered the defendant to delete the NFT work and pay damages of RMB 4,000.

As the first NFT infringement case in China, the court actively explored the nature of NFT and NFT digital works, the definition of the activities under the NFT transaction model, the attributes of the NFT digital works trading platform, the determination of liability, the ways to stop infringement, and other aspects, and formed the corresponding judicial review standards. The court held that:

Firstly, the casting and trading of NFT digital works include the reproduction, sale and network dissemination, so the trading acts are controlled by the right to disseminate information on the Internet.

Secondly, the principle of "exhaustion of rights" does not apply to the trading of NFT digital works.

Thirdly, in terms of the determination of the attributes and liability of the NFT digital works trading platform, the court held that a comprehensive judgment shall be made based on the particularity of NFT digital works, the trading model, technical features, the ability to control of the platform, profit model and other aspects.

Fourthly, the NFT digital works cannot be deleted on all blockchains once the transaction is completed, so the infringing NFT digital works can be disconnected on the blockchain and sent to the address black hole to achieve the effect of ceasing infringement.

Source: [Hangzhou Internet Court](#)

The court applies four times punitive damages in the case of first instance for borrowing accounts for live Streaming of Dream Western Journey

Recently, the Guangzhou Internet Court concluded the case of NetEase Inc v. Li and Wang for the live streaming and recording of Dream Western Journey without authorization, and ordered the defendants to pay damages of RMB 540,000.

The court held that Wang's uploading of the game video in his account, enabled unspecific public to access the game video content at a selected time and place, which met the requirements of interactive transmission, and caused harmful consequences; Wang's claims for the convertible use and reasonable use lacked basis. Li knew that the game and Douyin accounts were required to be registered under

real name, but still provided accounts to Wang, and assisted the transfer of the live game account after the account was suspended, which constituted joint infringement.

Wang and Li had the intention of infringement and gained huge benefits, so the punitive damages were applicable. The court conducted calculation in sections based on the effective date of the Civil Code (January 1, 2021) after deducting the individual contribution of the anchor based on the identified infringement benefits. The previous illegal benefits were taken as the amount of compensatory damages, and the later illegal benefits were taken as the base of the punitive damages. In light of the facts of the case, the punitive damages times were determined as four times.

Source: [Guangzhou Internet Court](#)

New Mission of Business Strategic Plan of USPTO: Promoting Inclusive Innovation and Improving Existing Technology Search Tools

On March 28, 2022, the United States Department of Commerce issued its strategic plan for the fiscal years 2022-2026.

The first strategic objective of the plan mentions patents and IP repeatedly, both concerned with advancing innovation in the US, and the USPTO will be the lead agency for strategic objective 1. Its main objective is to strive to foster the development of accessible, strong, and effective IP rights that promote innovation and entrepreneurship. This specific objective includes four strategic pillars: making the IP system more fair and accessible; improving the quality of patents and reducing the space for litigation; reducing pending trademarks and protecting the integrity of the registry; and protecting and enforcing IP abroad.

Source: [Intellectual Property Protection in China](#)

South Korean entertainment companies are increasing coverage of trademarks and patents such as Metaverse

According to an analysis of trademark data of major South Korean entertainment companies by the Korea IP Office, the number of trademark applications in the new business areas of various products, such as Metaverse, VR, game software, and SNS, increased by 14% on average over the last 10 years (2012-2021).

In terms of the trend of applications in the digital area, trademark applications for VR software, digital audio, VR/AR, and drones increased by 3% on average over the last 10 years, driven by cutting-edge technology and K-pop content. There were 934 applications in the most recent five years (2017-2021), nearly double the 515 applications in the previous five years (2012-2016).

Trademark applications in the digital broadcasting communications industry and SNS related industries increased by 25% on average over the last 10 years. It was 240 in the most recent five years, more than a threefold increase from 65 in the last five years.

Source: [PANews](#)

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