<u>Virtual meeting with CNIPA and</u> <u>signature of Agreement on exchange of</u> trade mark information

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On 25 September, Mr Shen Changyu, Commissioner of the China National Intellectual Property Administration (CNIPA) and Mr Christian Archambeau, Executive Director of the European Union Intellectual Property Office (EUIPO) held a virtual high-level meeting to discuss IP cooperation matters, namely to review the state of play of the bilateral cooperation activities with CNIPA, the IP Key China project implementation as well as the cooperation within the TM5 and ID5 forums.

This meeting also offered the occasion for the signature of the Agreement on the exchange of trade mark information, with which the CNIPA and the EUIPO agreed on the mutual exchange of Chinese national trade mark and European Union trade mark data. This Agreement also sets the basis for the CNIPA to share Chinese trade mark data on the TMview platform, making it available for consultation 24/7 worldwide.