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HELPDESK UPDATE

Issue 14 - Focus on New Top Level Domain Names (TLDs) in China

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HELPDESK NEWS

COMPLETED EVENTS round-up

The China IPR SME Helpdesk took part in a total of **24 events** in May, June and July 2012. In **Europe** these took place in Spain, the UK, Poland, Ireland, Hungary and Finland. **China events** took place in Beijing, Shanghai, Wuxi, Suzhou, Chongqing and Chengdu, in partnership with associations from the UK, Luxembourg, the Netherlands, Spain, Poland, Belgium, Ireland, Finland, Italy, Denmark, Hungary and China. **Event topics were diverse**, including How to Enforce Intellectual Property Rights in China, the IP Fundamentals of Design and China, Trade Secrets and non-competition, Business Opportunities for European SMEs in China, Protecting IP when conducting Technology Transfers to China, the IPR Landscape in China, and Managing Intellectual Property in China, among others.

The Helpdesk also held two **webinars** that attracted 55 attendees from 11 EU countries and China. Topics covered were 'Using IP as a Business Asset in China for European SMEs', and 'Protecting Online IPR in China'.

New Helpdesk GUIDE update

The Helpdesk launched a revision to the '**Protection of Online IPR**' guide in June. This includes coverage of the latest developments regarding new Top Level Domain names (TLDs), changes to China's domain name registration requirements from May 2012, and how these benefit European SMEs. Download this update and the rest of our guides free of charge from our website, [here](#).



.net .cn .中国 Listen to our WEBINARS



During May, June and July 2012 the Helpdesk held 2 new webinars. In May, Helpdesk expert Davide Follador described how to get the most value out of your intellectual property by **using IPR as a Business Asset in China**. In June, expert Jannick Skou provided practical tips and recommendations for **Protecting Online IPR in China**. Webinar recordings and presentation slides can be downloaded [here](#).

New Helpdesk E-LEARNING MODULES

The Helpdesk's 7th and 8th E-learning modules will be launched in September and October 2012. The 7th module will address **how contracts can be used to protect your IPR in China**, highlighting key provisions and agreements which should be incorporated. An interactive contract to test the reader's learning will consolidate the lessons from this module. In October the 8th Helpdesk E-learning module on **protecting IPR when conducting R&D in China** will be released. It will cover strategies for avoiding common pitfalls faced by SMEs during the establishment of R&D related activities in China and feature chapters on Thinking Ahead, Ownership, Licensing and Building an IP Portfolio. Take E-learning modules 1 to 6 now on our website [here](#).

If you have an IPR issue, or any questions about IPR in China, please contact:
question@china-iprhelpdesk.eu



UPCOMING EVENTS round-up

- [*Protecting your Company's Intellectual Property in China*](#): **Beijing**, China, 21 Aug 2012.
- [*How to Effectively Protect your IP in China: Dos and Don'ts for SMEs*](#): **Qingdao** and **Dalian**, China, 18-19 Sept 2012.
- [*Using Customs in China to Protect IP*](#): **Hong Kong**, 18-19 Sept 2012.
- [*Protecting your Company's Intellectual Property in China*](#): **Beijing**, China, 25 Sept 2012.
- [*Annual Enterprise Europe Network Conference*](#): **Paphos**, Cyprus, 22-23 Oct 2012.
- [*IPR Protection for Making and Selling Fashion in China*](#): **London**, UK, 14 Nov 2012.

(Click [here](#) to visit the Events Calendar on our website for more details).

Registering new Top Level Domain names (TLDs) in China

Internet usage is booming in China. With more than 513 million 'netizens' (as of December 2011), China connects more people to the Internet than any other country. In fact, every fourth person on the Internet is from China. Facilitated by the increasing availability of broadband technology and the growing trend towards online shopping and purchasing, the Internet is an attractive business and marketing platform for many European SMEs. The China Internet Network Information Center (CNNIC) has also now introduced new Top Level Domain Names (e.g. '.com' or '.net'), and removed barriers to overseas companies and individuals to register domain names in China, and it is recommended that European SMEs take advantage of this if they are planning on entering the Chinese market or are already in China.

New and Less Restricted Domain Name Requirements

As of May 29th, 2012, .cn and .中国 domain name registrations now are again available for private individual registrations (both Chinese and overseas), take a few weeks, and currently cost EUR 50 - EUR 100.

- The following steps are now required:
 - Translate your domain names into Chinese and find an accredited registrar using either of these sources (domain name registration must be completed through an accredited registrar).
International registrars: www.cnnic.cn/html/Dir/2007/06/25/4671.htm
Chinese registrars: www1.cnnic.cn/html/Dir/2007/06/05/4635.htm
 - Check (the registrar can do this on your behalf) if the particular .cn domain name is available for registration using the CNNIC domain name registry
English - <http://www1.cnnic.cn/en/index/index.htm>
Chinese - <http://www.cnnic.cn/html/Dir/2007/06/05/4635.htm>
 - Complete an application form with business seal of applicant company (to be provided by your registrar)
 - Provide a copy of local business certificate in your home country (or copy of passport, driving licence or other official ID, if you apply as an individual). A 'Letter of Commitment' must be signed by the registrant (to be provided by your registrar); these will be kept by the CNNIC throughout the period of registration which is up to 10 years.

Submitting originals is not required, nor are copies of trade mark certificates to prove a prior right to the requested domain name.

These new restrictions are both good news and bad news for European SMEs. The good news is that the removal of the local presence requirements enable European SMEs to register .cn and .中国 domain names, using their European company data and business certificates. This will enable European SMEs to register .cn and .中国 domain names, without needing to establish a local business unit within China. The flipside of the coin, however, is that after an immense effort by the Chinese authorities to make the .cn name clean from fake registrants, the same removal of local

presence requirements may again make the .cn and .中国 domain names an attractive space for 'cybersquatters' - those who register domain names with the sole intent of selling them at an inflated price back to trade mark owners - and other online criminals, now that these domain names have become easier to register. By keeping the requirement of copies of business certificates and passports for private individual registrations, one can hope that the .cn domain space will not be as attractive to cybersquatters as other completely automated top level domain names such as .com and .net.

The new .中国 (.China) top level domain

In July 2010, CNNIC launched the .中国 domain name which was then officially ready for use. According to CNNIC more than 90% of Chinese governmental departments and more than 95% of news websites had already activated .中国 domain names. The new .中国 top level domain name is also expected to further promote Chinese content on websites. Meanwhile, for European businesses, the new .中国 top level domain name (TLD) will provide an inexpensive and efficient way to reach Chinese consumers in their own language.

What are the rules for registering .中国 domain names?

Registrants of existing .cn domain names with Chinese characters, such as 中文.CN, will automatically be granted the same domain name using the .中国 TLD in both simplified and traditional Chinese.

CNNIC has just published that the linkage between .cn and .中国 domain names as described above, will be removed on October 29th, 2012. Then if you wish to register a domain name containing Chinese characters both under .cn (中文.cn) and under .中国 (中文.中国) you will have to file two registration applications.

Furthermore, it will be possible from October 29th 2012 to combine Chinese scripts with Latin characters, Arabic numbers (0-9), and the hyphen, '-', when registering under .中国.

Take Away Message

Registering Chinese domain names is now a quick, cheap and relatively simple process. To reap the business rewards of reaching Chinese internet surfers in their own language, EU SMEs should take care to register their company and trade mark domain names as early as possible in China.

More information on trade marks and bad faith registrations will be available in the upcoming Helpdesk guide on trade marks available in September [here](#).

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