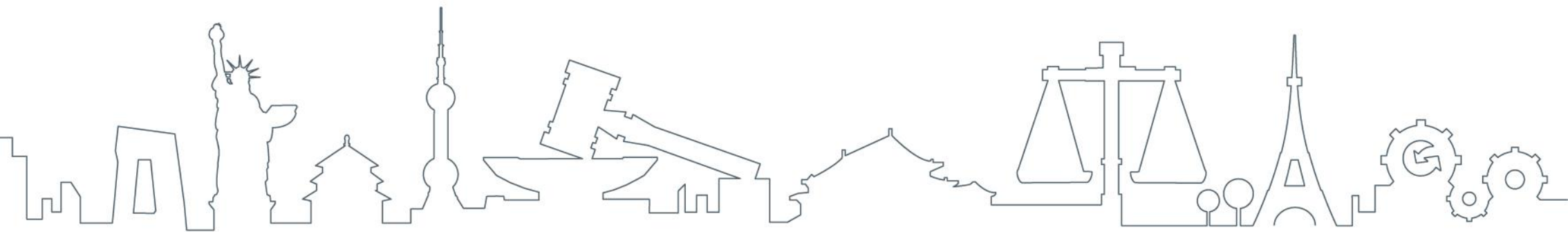


Creating and Measuring Brand Value

- Damages & Value

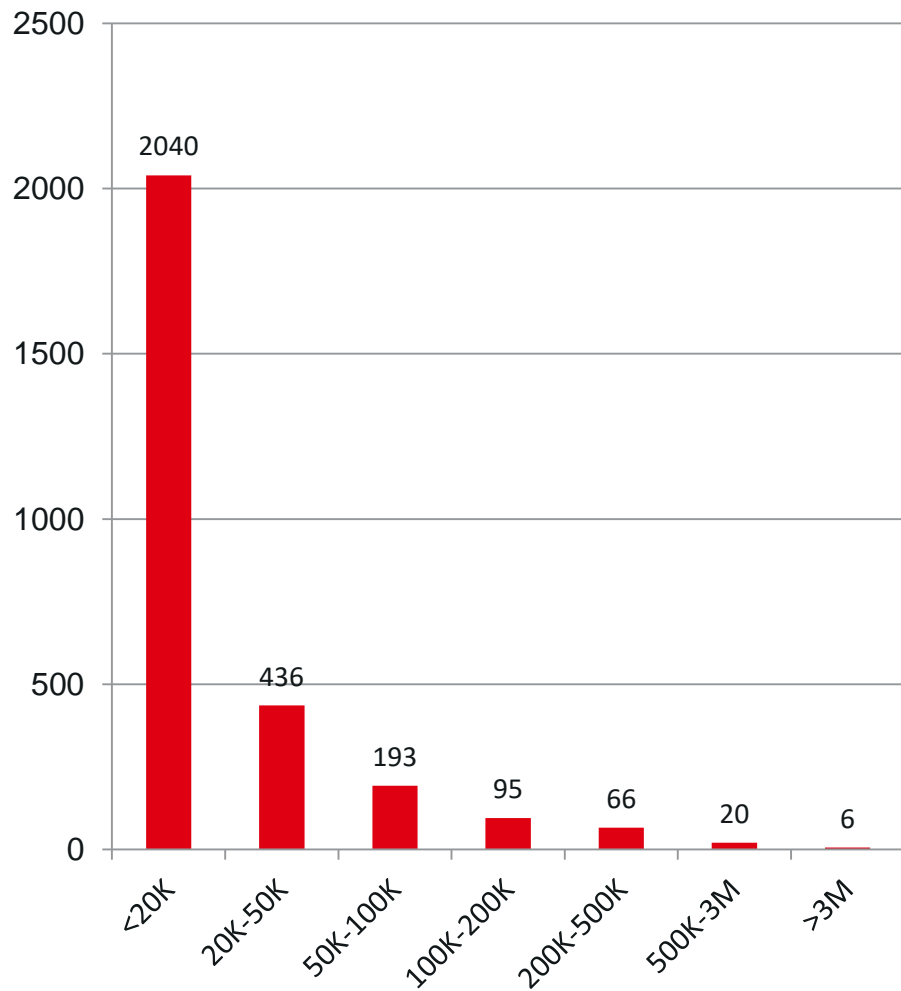
Gloria Wu
2017.12



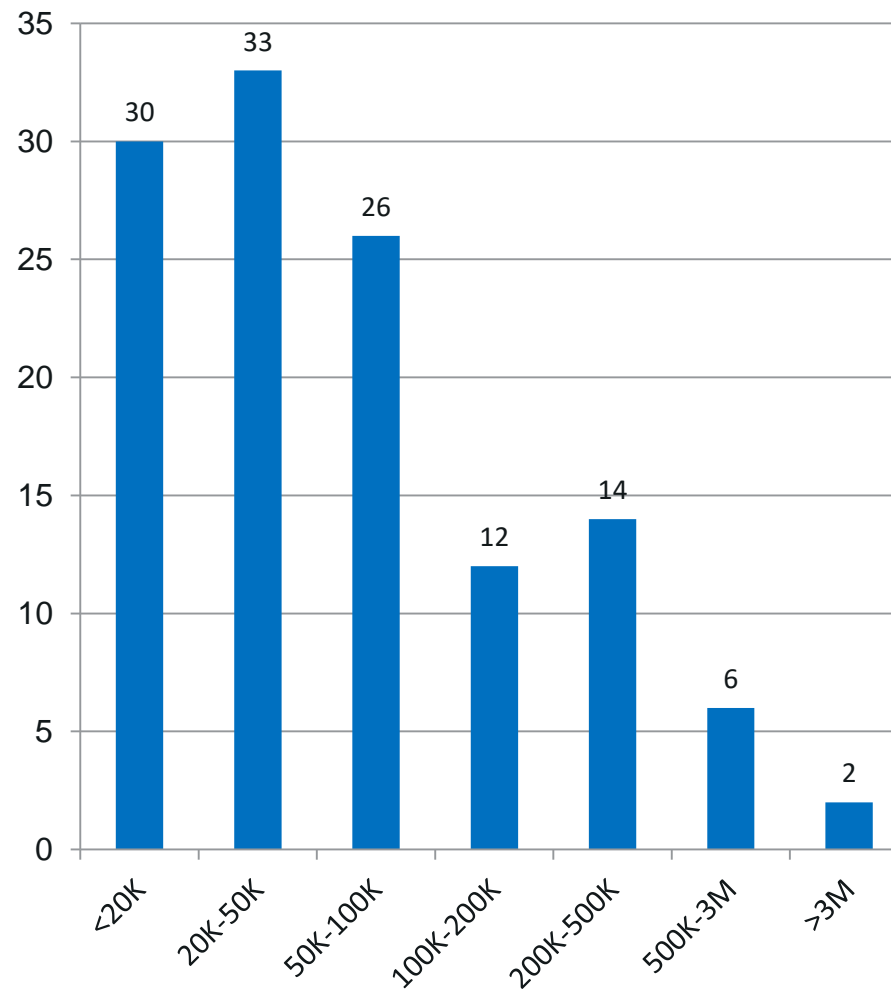
Damages in Trademark Litigations in 2016



All TM Litigations



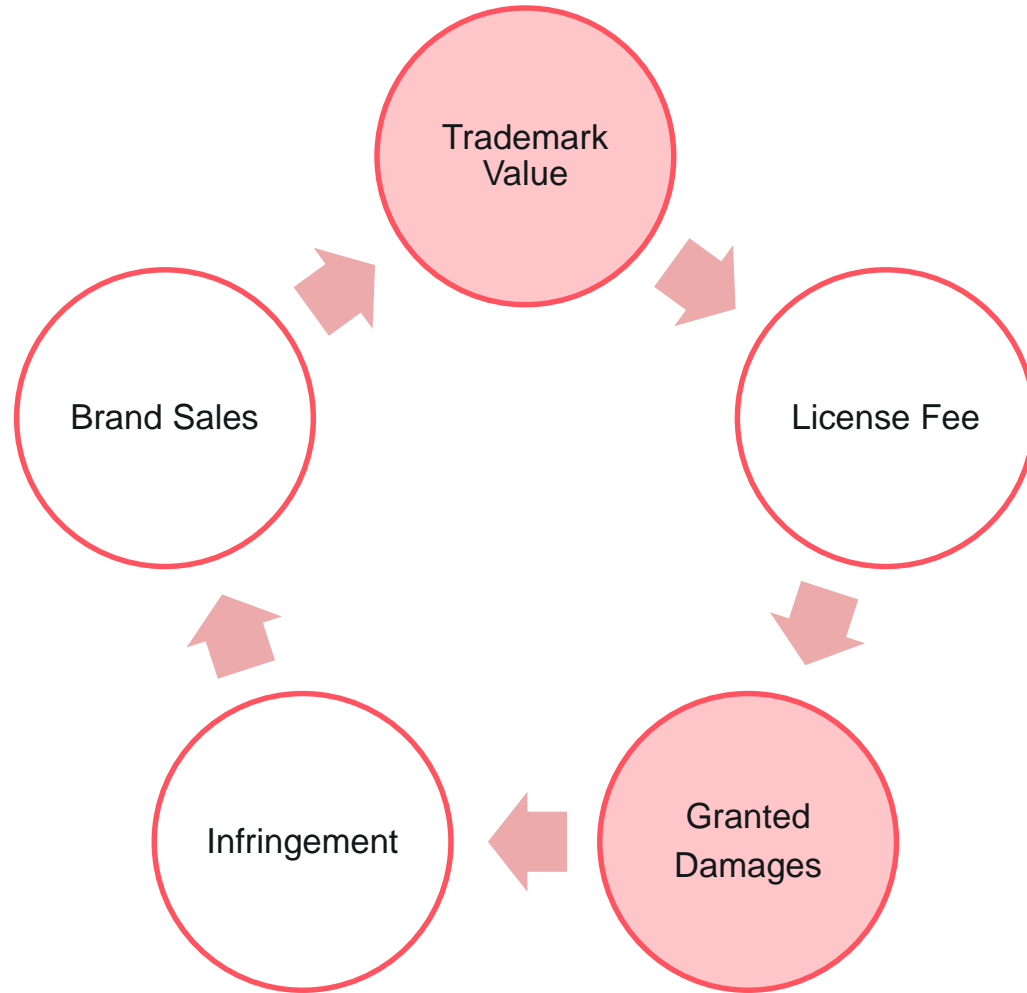
Foreign Plaintiff TM Litigations



Top Damages in 2016

- “墙锢” trademark infringement, granted **10 million RMB**
- “奇迹MU” copyright infringement & unfair competition, granted **5 million RMB**
- “海宁皮革城” trademark infringement case, granted **5 million RMB**
- “美孚Mobil” trademark infringement, granted **4.5 million RMB**
- 恒源祥 device trademark infringement, granted **3 million RMB**
- “Segger” trademark & Copyright infringement, granted **3 million RMB**

How TM Value & Damages Affect Each Other





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