Hong Kong:

GROUP SUMMARY REPORT

Developments

1. Madrid Protocol: No change in position. The system has yet to be made available in Hong Kong, as subsidiary legislation and IT updates are still in progress, with no timeline currently confirmed.

2. Nice Classification: The 13th Edition of the WIPO Nice Classification was adopted on 1 January 2026 for all subsequent applications.

3. Electronic Filing: System was upgraded on 16 March 2026 to allow digital submission of statutory declarations, evidence, and court orders.

Statistics

Year	Number of New Applications	Average timeframe from filing up to registration (months)
2024	33,149	6-8
2025	37,491	6-8

*) Specific reason for increase/decrease, if any:
**) Other comments, if any:

- New trademark applications rose significantly from 33,149 (2024) to 37,491 (2025), representing a +13.10% increase. No specific reason for the increase has been announced.
- Trademark registrations also grew from 28,835 to 30,285, a +5.0% year-on-year increase.
- Average registration timeframe remains unchanged at 6–8 months.

Cases

Court Decision

Convoy (Trademarks) Ltd v Convoy Global Holdings Ltd & Ors [2025] HKCFI 5196

The Court of First Instance of the High Court of Hong Kong upheld the pre-IPO assignment of house mark registrations to an IP-holding company and licensing of those marks. The Court found the arrangement served legitimate commercial purposes and involved no dishonesty or bad faith on the part of the directors. The Court's role was not to decide whether the arrangement was fair.

Registry Decision

Opposition to Trade Mark Application No. 305620086 "PayG.me" [2026] HKTMR 1

HSBC operates the popular P2P service "PayMe" and successfully opposed an application for "PayG.me" in Class 36 on the ground of passing off. The decision highlights how a mark that wholly incorporates an earlier mark, in a market segment where the earlier mark has a dominant share, the Registrar may refuse the application on the ground of passing off alone.