APAA 2026, in Hong Kong
Trademark Committee
Group Report - Macao

It is my pleasure to report to the situation concerning trademarks protection in the Macao Special Administrative Region of the Peoples' Republic of China.

1. CHANGES TO MACAU'S LEGISLATION AND PRACTICE

Macau's economy continued its post-pandemic recovery trajectory into 2025 and 2026, with the Economic and Technological Development Bureau (DSEDT) further strengthening intellectual property protection and deepening cross-border cooperation within the Greater Bay Area (GBA).

I. Public Administration Services

The Macau Government has accelerated the digitalisation of industrial property services. In 2025, DSEDT added several new online intellectual property application services to the "Business & Associations Platform". Currently, all categories of industrial property can now be submitted for registration electronically, providing enterprises and organizations with higher-quality and more convenient public intellectual property services. As of 2025, 39 electronic services related to industrial property rights applications were launched.

Trademark filings reached a historic high in 2025. DSEDT received 17,351 trademark registration applications, up 13.93% year-on-year and the highest annual figure on record. The cumulative total of trademark applications reached 265,944 by the end of 2025. Electronic filing remains the dominant channel, with digital trademark registration certificates further streamlining procedures and reducing administrative costs.

The Industrial Property Legal Regime (Decree-Law 97/99/M) remains the governing framework. No comprehensive overhaul of Macau's core IP

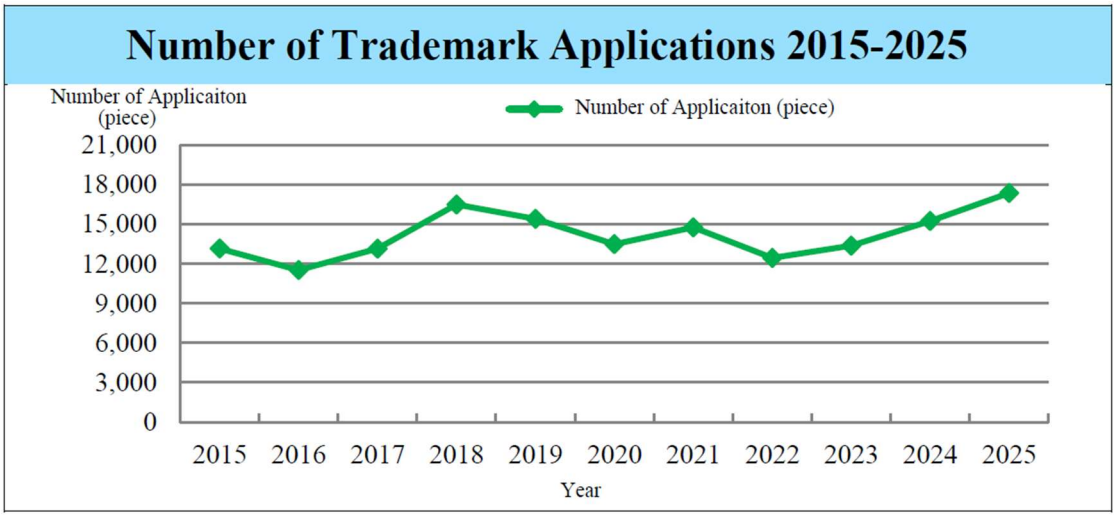
legislation has been enacted. In June 2025, the China National Intellectual Property Administration and DSEDT cooperation arrangement entered into force for five years. This arrangement provides a formal basis for information exchange, legal information sharing, and coordinated enforcement between mainland China and Macau.

2. TRADEMARK APPLICATIONS AND REGISTRATION STATISTICS

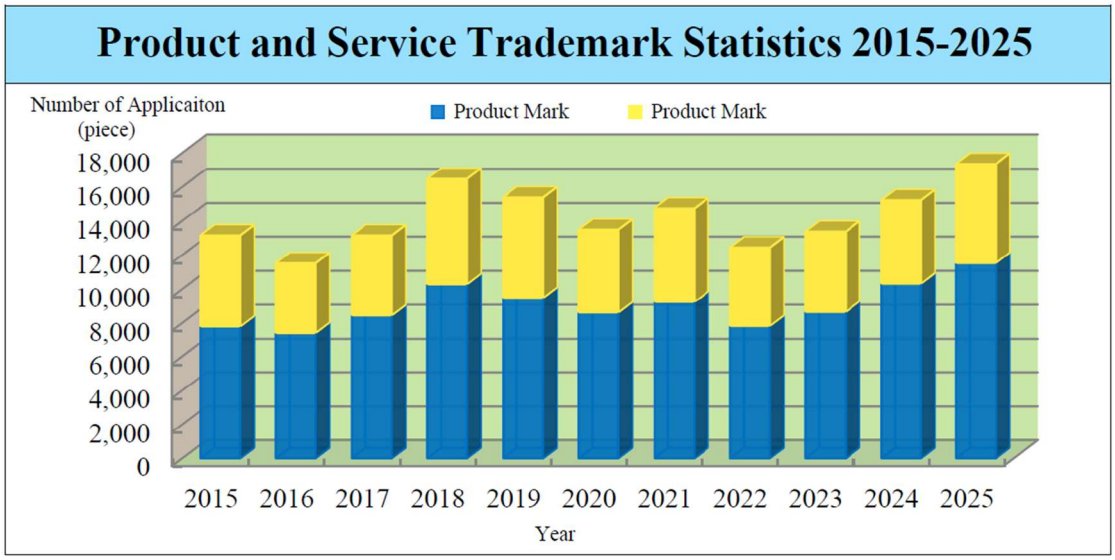
Number of Applications of Different Types of Industrial Property Registration (2024 - 2026)

	Trademark	Invention Patent	Extension of Invention Patent	Utility Patent	Industrial Design / Model	Name and Emblem of Establishment
2026 (Q1 – Q2)	8,082	14	351	11	162	1
2025	17,351	78	949	19	252	9
2024	15,229	57	1,359	64	385	6

In 2025, the number of trademark applications in Macau increased by 13.93% compared to 2024, with a record high of 17,351 applications received throughout the year. Among all types of industrial property rights applications, trademark applications consistently ranked first, accounting for approximately 92.97% of the total number of applications for the year. This growth reflects a steady upward trend over the past four years: from around 12,500 applications in 2022 to 13,360 in 2023, 15,229 in 2024 and now 17351 in 2025, underscoring the increasing importance of brand protection in Macau's evolving business environment.



In 2025, among the trademark applications received by DSEDT, 11,519 were for product trademarks and 5,832 were for service trademarks, representing increases of 11.65% and 18.73% respectively compared to 2024. A total of 15,793 trademarks were approved for registration in the same year.



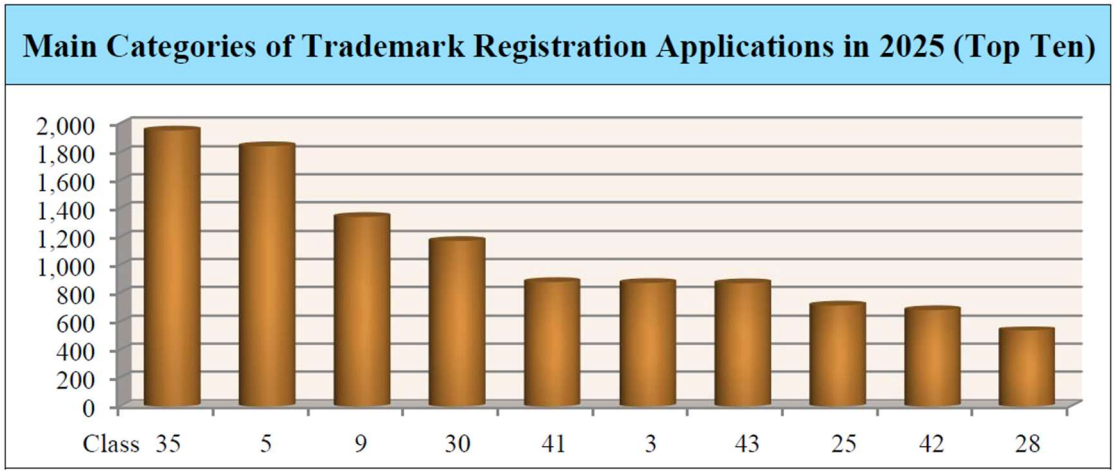
The "International Classification of Goods and Services for Trademark Registration" (hereinafter referred to as the Nice Classification) classifies trademarks into 45 classes. In 2025, the 10 classes with the highest number of trademark registration applications filed in the Macau include:

- Class 35 (Advertising, business management, business administration,

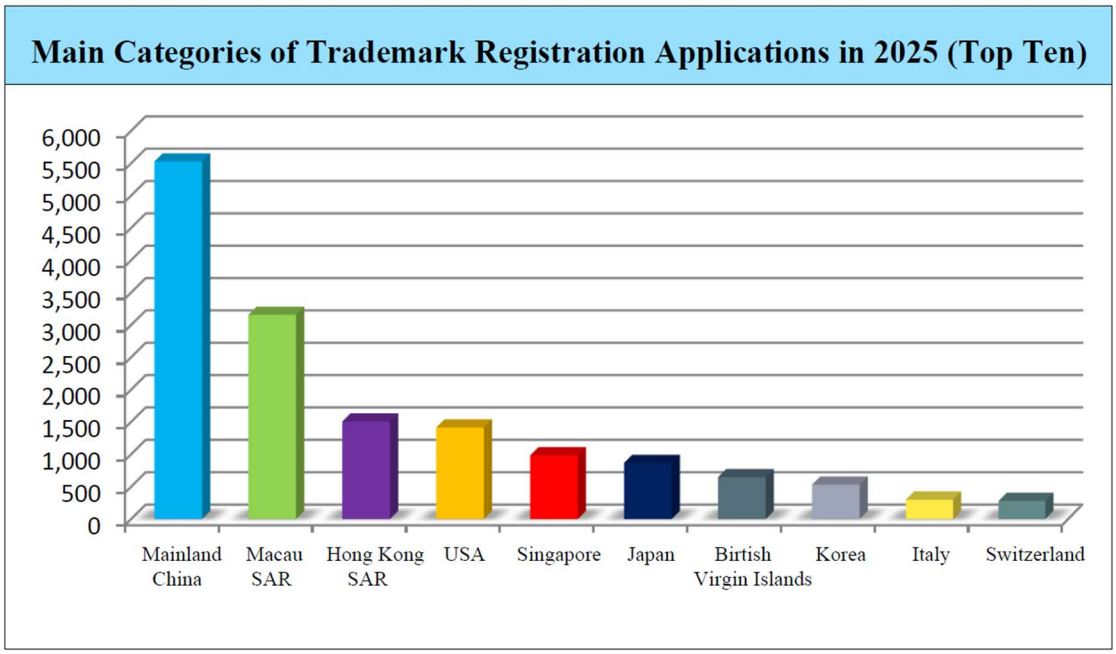
office functions);

- Class 5 (Pharmaceuticals, food for babies, hygiene products);
- Class 9 (Scientific instruments, computers, digital storage media);
- Class 30 (Coffee, tea, preparations made from cereals, pastries, sugar, yeast, baking powder, salt, spices);
- Class 41 (Education, providing of training; entertainment; sporting and cultural activities);
- Class 3 (Bleaching preparations for laundry use, cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, cosmetics, shampoos, toothpastes);
- Class 43 (Services for providing food and drink, temporary accommodation);
- Class 25 (Clothing, footwear, headgear);
- Class 42 (Scientific and technological services, industrial analysis and research);
- Class 28 (Games and playthings; gymnastic and sporting articles not included in other classes, etc.).

These ten classes of products or services accounted for 10,868 applications, representing 62.64% of all trademark applications in 2025. The remaining 35 classes had a total of 6,483 applications, accounting for 37.36% of the total trademark applications in 2025.



In 2025, Mainland China ranked first in trademark applications filed in the Macau SAR, followed by Macau, Hong Kong, United States of America, Singapore, Japan, British Virgin Islands, South Korea, Italy and Switzerland. Collectively, these 10 jurisdictions accounted for 87.58% of all trademark applications during the year.



Until December 31, 2025, the cumulative total number of applications for the trademark registrations in Macau reached 265,944. Of these, 177,509 were

product trademarks and 88,435 were service trademarks, accounting for 66.75% and 33.25% of all applications, respectively.

Annual Statistical Variation

Numbers of Applications for the Trademark Registration (From 2000 to 2025)		
Year	Quantity (Nº.)	Annual Variation (%)
2000	2,104	↑ 88.03
2001	1,696	↓ 19.39
2002	1,705	↑ 0.53
2003	2,040	↑ 19.65
2004	2,906	↑ 42.45
2005	4,651	↑ 60.05
2006	5,504	↑ 18.34
2007	7,200	↑ 30.81
2008	7,678	↑ 6.64
2009	6,130	↓ 20.16
2010	6,754	↑ 10.18
2011	8,590	↑ 27.18
2012	9,581	↑ 11.54
2013	10,084	↑ 5.25
2014	12,287	↑ 21.85
2015	13,140	↑ 6.94
2016	11,507	↓ 12.43

2017	13,135	↑ 14.15
2018	16,474	↑ 25.42
2019	15,391	↓ 6.57
2020	13,475	↓ 12.45
2021	14,743	↑ 9.41
2022	12,432	↓ 15.68
2023	13,360	↑ 7.46
2024	15,229	↑ 13.99
2025	17351	↑ 13.93

RELEVANT COURT DECISIONS

We have selected several interesting and relevant court decisions in the past year in relation to trademark applications and cancellations:

I. Appeal to the Last Instance Court in file no. 73/2025, dated 11/07/2025, related to genuine use, valid grounds for non-use and expiry of the trademark

SUMMARY

- The term 'genuine use' is an indeterminate legal concept, the fulfilment of which is determined by the facts as specifically proven.
- The assessment of whether the use of the trademark is genuine must be based on all the facts and circumstances relevant to proving the existence of commercial exploitation of the trademark, in particular on the uses considered justified in the relevant economic sector to maintain or create market share for the goods or services protected by the trademark, on the nature of those goods or services, on the characteristics of the market, and on the extent and frequency of the trademark's use.
- Just cause for non-use of the trademark depends on the occurrence of circumstances beyond the proprietor's control, such as cases of force majeure (wars, natural disasters, etc.), or measures taken by public authorities prohibiting the production or marketing of the relevant goods.
- Pursuant to Article 232(4) of the RJPI, "no account shall be taken of whether steps to commence or resume use are taken only after the proprietor becomes aware that such an application for revocation may be filed".
- The pandemic does not constitute just cause for the Appellant's failure to make genuine use of the trademark in the Macao SAR, having regard to the goods in question (coffee, tea, etc.).

II. Appeal to the Second Instance Court in file no. 765/2025, dated 13/11/2025, related to the distinctive character of the elements used to form a trademark

SUMMARY

I – The expression '能量素-22' [*Energy nutrients-22*], which is descriptive in nature and contains no figurative element, may serve to designate services of a very wide variety as well as various products; it therefore lacks a distinguishing feature indicating the type of services or products that such an 'expression/trademark' is intended to designate. From this perspective, it effectively lacks distinctive character.

III. Appeal to the Second Instance Court in file no. 185/2026, dated 16/04/2026, related to the distinctive character of the expression 'Experience is Central' for the purposes of trademark registration

SUMMARY

I – The expression 'Experience is Central', which is descriptive in nature and contains no figurative element, can serve equally to denote services of a very wide variety as well as various products; it therefore lacks a distinguishing feature indicating the type of services or products that such an 'expression/trademark' is intended to denote. From this perspective, it effectively lacks distinctive character.

IV. Appeal to the Second Instance Court in file no. 295/2026, dated 11/06/2026, related to the revocation of a registered trademark on the grounds of lack of genuine use

SUMMARY

I – Article 52(1) of the RJPI stipulates that "except where the grounds are a waiver, the registration holder shall be notified of the application for a declaration of revocation so that they may, if they so wish, respond within two months", this period being calculated from the date on which the registration holder receives the relevant notification. Where notification is sent by post, the general rule laid down in Article 201(2) of the CPC applies; that is to say, notification by post is deemed to have been made on the third day following the date of posting or on the first working day thereafter, unless this is not the case; this presumption may be rebutted under paragraph 4 of the same article, a rule which does not apply only where the legislation provides otherwise. This is because, in Macau, there is only one post office, and experience shows that a letter will normally reach the addressee within three working days; for this reason, there are no compelling

grounds for not following the same rule laid down by the aforementioned legislation, even within the context of industrial property.

II – The declaration of the revocation of a registered trade mark depends on the fulfilment of the following conditions:

a) – Failure by the proprietor to make genuine use of the registered trademark;

b) – Such failure to make genuine use has lasted for at least three years (Article 231(1)(b) of the RJPI).

Failure to meet any one of these requirements prevents the registered trademark from being declared invalid.

CONTRIBUTED BY

Nuno Simões – Nuno Simões & Associates.