Macau:

GROUP SUMMARY REPORT

<table>
<tr><td>Developments</td><td>1. Expansion of IP digitalisation allowing electronic filing for all categories of industrial property rights.
2. No significant amendments to the Industrial Property Legal Regime (Decree-Law 97/99/M), which remains the governing framework.
3. A five-year cooperation arrangement between the China National Intellectual Property Administration (CNIPA) and DSEDT entered into force in June 2025, strengthening information exchange and coordinated enforcement between Mainland China and Macau.</td></tr>
<tr><td>Statistics</td><td><table>
<tr><th>Year</th><th>Number of New Applications</th><th>Average timeframe from filing up to registration (months)</th></tr>
<tr><td>2024</td><td>15,229</td><td>6</td></tr>
<tr><td>2025</td><td>17,351</td><td>6</td></tr>
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Trademark applications in the Macau SAR rose by 13.93% in 2025 compared to 2024, reaching a historic high of 17,351 applications.</td></tr>
<tr><td>Cases</td><td>1. Genuine Use and Revocation for Non-Use: Trademark revocation for non-use considered. Reason: Genuine use must be assessed based on actual commercial exploitation, considering the nature of the goods/services, market characteristics, and frequency of use. The COVID-19 pandemic was not accepted as a valid justification for non-use in relation to coffee and tea products.
2. Distinctive Character – Descriptive Expressions Trademark "能量素-22" ("Energy Nutrients-22") refused. Reason: Expression was considered descriptive and lacked any distinctive element capable of identifying commercial origin.
3. Distinctive Character – Slogan Trademark "Experience is Central" refused. Reason: The expression was held to be descriptive and incapable of serving as a badge of origin, lacking inherent distinctiveness.
4. Revocation Proceedings – Procedural Requirements; Court clarified requirements for revocation of registered trademarks based on non-use. Reason: Revocation requires proof of genuine non-use for at least three consecutive years. Failure to establish all statutory conditions prevents revocation. The court also confirmed the application of general procedural notification rules to industrial property matters.

Key Takeaways for the year:

• Macau continues to expand electronic IP services and digital filing mechanisms.
• Trademark filing activity reached a record high in 2025.
• Courts maintain a strict approach to the requirement of genuine use and accept only exceptional circumstances as justification for non-use.
• Descriptive terms and promotional slogans will not qualify for registration without distinctive character.
• Revocation actions require strict compliance with both substantive and procedural requirements.</td></tr>
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