TH-TM-Country Report (Summary)

Thailand:

GROUP SUMMARY REPORT

<table>
<tr><td>Developments</td><td>1. Fast Track 4 Month Plus+ program for e-commerce businesses
2. AI-Powered Trademark Search Tools</td></tr>
<tr><td>Statistics</td><td>
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<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>51,970</td><td>8-10</td></tr>
<tr><td>2025</td><td>55,430</td><td>8-10</td></tr>
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The number of trademark applications filed in Thailand has continued to increase annually, with a significant proportion of applications originating from Chinese applicants.
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<tr><td>Cases</td><td>Beiersdorf AG v. Department of Intellectual Property and Somsak Panichyakul

The Court held that the substantial sales, widespread distribution, and extensive advertising of NIVEA products in Thailand sufficiently established public recognition of the NIVEA trademarks. Importantly, the Court confirmed that year-by-year evidence of trademark use was not required, provided that the evidence, considered as a whole, demonstrated continuous, widespread, and good-faith use and promotion over an extended period. The decision further confirms that well-known trademarks may enjoy protection across different classes of goods or services, and that minor differences between marks do not necessarily prevent a finding of similarity where their pronunciation and overall commercial impression remain substantially similar.</td></tr>
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