



## **China Trademark Association**

China Trademark Association (CTA) is the only specialized organization on trademarks and brands at national level, which engages in services around trademark registration, utilization, management and protection, in order to assist member enterprises to strengthen brand building. CTA's missions include to service the implementation of trademark and brand strategy, push the construction of China's brand names, safeguard member interests, and to promote social awareness of trademarks and brands. Within the CTA Secretariat, there are General Affairs Division, Membership Division, Legal Affairs Division, China Trademark Journal Press, Zhongqi Trademark Development Center, and Zhongqi Trademark Verification Center.

CTA provides platforms for:

- a. brand value evaluation and research,
- b. education,
- c. international non-governmental exchanges and cooperation,
- d. resource sharing,
- e. self-discipline of trademark agencies, and,
- f. international communication on brand building.

For further information, please visit CTA website: [www.cta.org.cn](http://www.cta.org.cn)

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