



The Practical Experience in China: Judging the Likelihood of Confusion for Composite Trademarks .

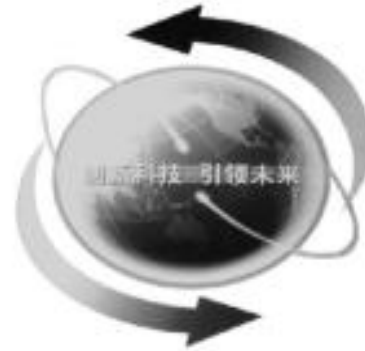


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2026.5

Similarity of Combined Trademarks: Basis for Judging Likelihood of Confusion

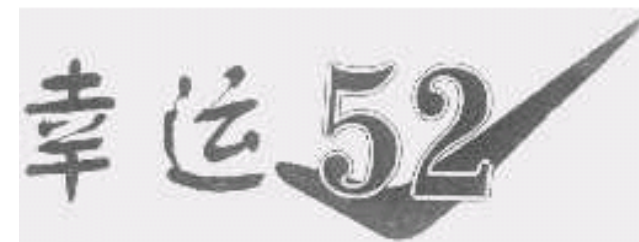
The basic rule of combining “overall comparison” with “important recognizable parts”

Scenario 1



Similarity of Combined Trademarks: Basis for Judging Likelihood of Confusion

Scenario 2



Similarity of Combined Trademarks: Basis for Judging Likelihood of Confusion

Scenario 3

企鵝紳士



HAPPYTREE

开心树



Similarity of Combined Trademarks: Basis for Judging Likelihood of Confusion

Scenario 4

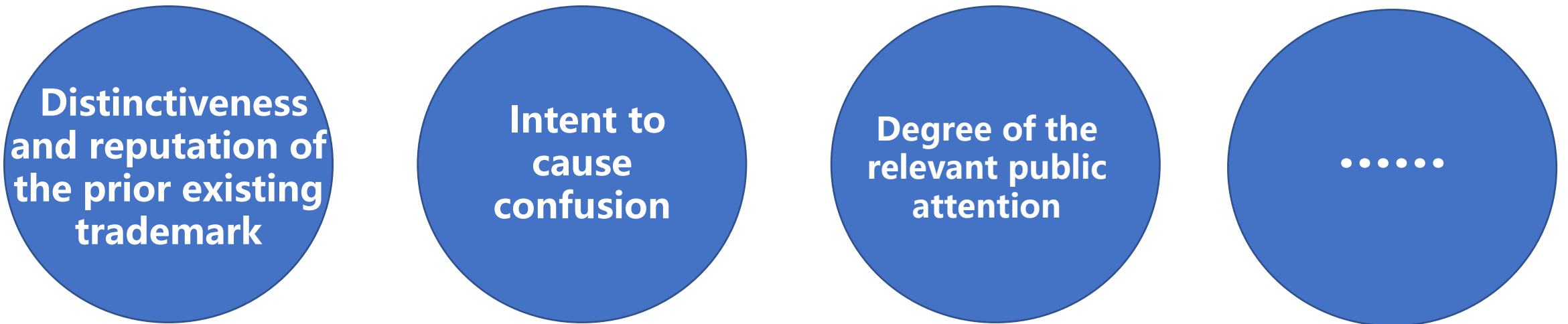


Similarity of Combined Trademarks: Basis for Judging Likelihood of Confusion

Scenario 5



Multi-Factor Comprehensive Evaluation: The Core of Likelihood of Confusion Judgement





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Thank You

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