



Shanghai Puruo Law Offices

20+ Years of International Legal Services

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China IP Legal Services & Fee Schedule [Trademark]

上海普若律师事务所

中国知识产权法律服务与收费标准【商标】

Looking for a reliable IP law firm in China?

Established in 2003, Shanghai Puruo Law Offices has been a trusted leader in China intellectual property legal services for over two decades. We deliver one-stop, full-spectrum IP legal solutions for both domestic enterprises and global overseas clients. From startups to Fortune 500 companies, we secure and defend your innovations in China.

Scroll down for our transparent IP service pricing and quotes!

正在寻找中国本土专业的知识产权律师事务所？

上海普若律师事务所自 2003 年成立以来，深耕中国知识产权法律服务领域已逾二十年。我们致力于为国内外企业与全球客户提供一站式、全链条的知识产权法律解决方案。从初创企业到世界 500 强，我们全力为您在中国的创新成果保驾护航。

欢迎滑动至文末，获取我们透明的知识产权服务具体报价！

Trademark Services

China Trademark Registration & Brand Protection

With over 10 years of hands-on experience per practitioner, our trademark team offers elite brand protection strategies in China.

Our Trademark Practice Covers:

China Trademark Search & Comprehensive Filing

Trademark Opposition, Cancellation, and Invalidation

Trademark Refusal Review & Administrative Litigation

Trademark Infringement Defense & Anti-Unfair Competition

中国商标注册与品牌维权

本所商标团队核心成员均拥有 10 年以上的行业一线实务经验，擅长为全球企业定制在华品牌保护策略。

我们的商标业务板块包括：

- 中国商标检索与全类注册申请布局
- 商标异议、撤销及无效宣告程序
- 商标驳回复审及商标确权行政诉讼
- 商标侵权诉讼维权及反不正当竞争诉讼

Patent Services

Expert Patent Attorneys & Agents in Shanghai

Our professional patent team consists of seasoned patent attorneys with multidisciplinary technical backgrounds, including Electronics, Computer Science, AI, Telecommunications, Chemistry, Materials Science, Biotech, Pharma, and Mechanical Engineering.

Our Patent Legal Services Include:

- Patent Search & Freedom to Operate (FTO) Analysis
- China Patent Application & PCT International Patent Filing
- Patent Reexamination & Invalidation Proceedings
- Patent Administrative Litigation & Infringement Dispute Resolution
- Trade Secret Protection & Litigation

上海资深专利律师与代理师团队

本所专利团队由具备多元技术背景的资深专利律师与专利代理师组成，技术领域横跨电子、计算机与人工智能、通信工程、化学、材料科学、生物医药以及机械工程等各大前沿产业。

我们的专利法律服务涵盖：

- 专利检索分析与 FTO（自由实施）尽职调查
- 中国专利申请及 PCT 国际专利申请布局
- 专利复审与专利无效宣告程序



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专利确权行政诉讼及专利侵权纠纷诉讼

技术秘密保护与商业秘密诉讼

Copyright Protection & Digital Media Defense

In the fast-evolving digital era, our IP team deliver robust legal support and dispute resolution services for copyright infringement, protecting software, digital media, literature, and artistic works across all Chinese platforms.

著作权保护与数字媒体维权

在快速发展的数字时代，本所知识产权团队可针对软件、数字媒体、文学及艺术作品，提供全方位的著作权确权、侵权维权及纠纷解决服务，覆盖中国各大主流互联网与电商平台。

Authoritative Background & Cross-Border IP Enforcement

Several of our lead IP attorneys are officially appointed as IP Civil Dispute Mediators and Exhibition IP Legal Aid Specialists by the Shanghai High People's Court, Shanghai Intellectual Property Administration, and the Shanghai IP Protection Center. Utilizing our unique official credentials, we are highly proficient in:

Online & Offline IP Infringement Monitoring

Evidence Collection at China Trade Shows/Exhibitions

E-commerce Anti-Counterfeiting (Alibaba, Taobao, JD, Pinduoduo, TikTok)

Comprehensive Cross-Border IP Dispute Resolution

官方聘任资质与跨境知识产权维权

本团队多名骨干律师获上海市高级人民法院、上海市知识产权局及上海知识产权保护中心官方聘任，担任知识产权民事纠纷调解员、展会知识产权维权援助专家。依托深厚的官方公信力与一线实务经验，我们擅长：

线上线下全方位知识产权侵权监控

中国各大大型展会/博览会现场维权与取证

主流电商平台（阿里巴巴、淘宝、京东、拼多多、抖音等）打假维权

复杂跨境知识产权纠纷的综合解决方案



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20+ Years of International Legal Services

Get a Free Initial Consultation!

Contact our Shanghai IP Attorneys today to secure your intellectual property in China.

Website: <https://www.legis.com.cn/>

Email: attorneys.sh@gmail.com

WhatsApp/WeChat: +86 177 0160 2717

即刻获取免费初步咨询!

欢迎联系上海普若律师事务所，锁定您在华的知识产权资产。

官网: <https://www.legis.com.cn/>

邮箱: attorneys.sh@gmail.com

WhatsApp/微信: +86 177 0160 2717



TRADEMARK SERVICE FEE SCHEDULE (2026)

商标服务收费表(2026)

	Items	Official Fees (CNY) 官费 (人民币)	Service Fees for Foreign Clients (US\$) 境外客户服务费 (美元)
1	Trademark Search 商标检索		
1)	Wordmark Search for one trademark in one class 文字商标检索 (一个类别)	null	120
2)	Device mark Search for one trademark in one class 图形商标检索 (一个类别)	null	160
Search fees depend on the mark and the subject goods or services. 商标检索费用根据商标内容、商品/服务类别来确定。			
2	Filing a Trademark Registration 商标注册申请		
1)	Filing an application in one class (not more than 10 items) 一个类别商标申请, 不超过10项	270	290-400
2)	Additional fee (in excess of 10 items in one class) 附加费 (一个类别, 超过10项的部分)	27 per item	
3	Review against trademark rejection (or re-examination) 商标驳回复审	750	600-1000
Trademark Review Against Rejection is a statutory remedy procedure against the Trademark Rejection Notice. 商标驳回复审, 是收到商标驳回通知书后的法定救济程序。			
4	Renewal of trademark registration 商标续展		
1)	Renewal fee 续展费	450	180-300



2)	Additional fee for delayed submission of renewal in 6 months 续展宽限费（6个月内）	250	50-100
For remaining the registered trademark, the renewal fee shall be paid with the Trademark Office every 10 years. 为了维持商标有效，每10年需要向商标局缴纳续展费用。			
5	Recordation for an assignment of application/registration 商标转让备案	450	300-500
6	Recordation for changing applicant's/registrant's name and/or address 申请人/注册人名称/地址变更	null	250-400
7	Recordation of Trademark License Contract 商标许可合同备案	135	300-400
8	Trademark Cancellation 商标撤销申请		
1)	Filing cancellation due to non-use in last continuous 3 years 连续三年不使用商标的撤销（撤三）	450	600-1000
2)	Response against the cancellation 撤三答辩	null	600-1000
3)	Review against decision on the cancellation decision 针对撤三决定的复审	750	800-1500
If a mark lacks genuine commercial use on its designated goods/services in the last continuous three years with no valid justifications, any entity or individual may apply a cancellation for this trademark. In generally, for example, the cancellation may be filed to avoid infringement of a registered trademark or may be filed to avoid an obstacle, generated by similar or same registered trademark, to file a new trademark. 注册商标无正当理由，连续三年未在核定商品 / 服务上进行真实商业使用，任何实体或个人均有权请求撤销该注册商标。例如，一般情况下，在为了避免侵犯注册商标的权利，或者申请新商标的时候避免类似或相同的注册商标成为障碍，可能会请求撤销该注册商标。			
9	Opposition 商标异议		



1)	Preparing and filing opposition in one class 商标异议申请	450	600-1200
2)	Response to trademark opposition 商标异议答辩	null	700-1500
3)	Review of adjudication on opposition 针对异议决定的复审	750	900-1800

Trademark Opposition may be filed to challenge a provisionally published trademark within a 3-month term. For example, the opposition may be filed where the provisionally published trademark is deemed a conflict of rights of existing trademark, copyright and so on.

自商标初步审定公告之日起三个月法定期限内，可以提起针对该初步审定公告注册商标提出异议。例如初步审定公告的商标可能会与其他现有商标、版权等存在权利冲突，从而可能被提出异议。

10	Invalidation 商标无效宣告		
1)	Trial for invalidation 商标无效宣告申请	750	800-1500
2)	Filing response to the application for invalidation 商标无效宣告答辩	null	700-2000

Trademark invalidation may file to avoid adverse effects to product sales or services by the registered trademark (trademark infringement, unfair competition, etc.).

商标无效宣告可能会被提起，为了避免注册商标对产品销售或服务带来不利影响（如商标侵权、不正当竞争等）。

11	Trademark Portfolio (including Classes, items) 商标布局意见/咨询（包括类别、项）	null	300-1700
12	Responding to official notification 答复官方通知书	null	120-300/ hour, ≥ 1-2 day
13	Customs Trademark IP Services 海关商标知识产权服务		
1)	Customs IPR Recordation for Trademarks 商标知识产权海关备案	null	180-400
2)	Amendment of Customs Trademark	null	50-150



	Recordation 海关商标备案变更		
3)	Renewal of Customs Trademark Recordation 海关商标备案续展	null	40-150
4)	Filing seizure of infringing goods(including seizure application, document collation and coordination with customs investigation) 申请海关扣留侵权货物（包括申请扣留、材料整理、配合海关调查）	A guarantee equivalent to the value of the goods shall be provided	300-1000
14	Trademark Service at Exhibition 展会商标服务		
1)	On-site surveillance representative 专业人员驻场监控	null	120-300 /hour
2)	Filing trademark infringement complaint at exhibition 展会商标侵权投诉	null	500-1000
3)	Mediation & settlement negotiation 调解、和解谈判	null	500-300/ hour
4)	Defense service against trademark infringement complaint 被投诉商标答辩代理	null	500-1000
5)	Taking evidences for trademark infringement 商标侵权行为取证	null	120-300/hour
15	Trademark Services in E-commerce 电商专利知识产权服务		
1)	Trademark infringement surveillance on online sold product 网上交易商标侵权监控	null	120-300/hour
2)	Taking evidences for trademark infringement 商标侵权行为取证	null	120-300/ hour
3)	Filing trademark infringement complaint at e-commerce platform 电商平台商标侵权投诉	null	500-1000
4)	Defense service against trademark	null	500-1000



	infringement complaint 投诉专利答辩代理		
16	Litigation and Solution of Dispute 诉讼及纠纷的解决		
1)	Administrative litigation against the decision (for review, cancellation or invalidation) issued by trademark office 针对商标局（复审、撤销、异议）决定提起行政诉讼	100	--
2)	Administrative complaint for trademark infringement 商标侵权行政投诉	null	--
3)	Civil lawsuit for trademark infringement dispute or unfair competition dispute 商标侵权及反不正当竞争的民事诉讼	Based upon the actual official fee	--
4)	Criminal proceedings for trademark infringement 商标侵权的刑事诉讼程序	null	--

GENERAL TERMS 备注

1. For each of the above and other time-based or non-fixed-fee matters, we can provide estimates in advance of initiating work.

对于上述各项及其他按小时计费或非固定费用的事项，我们可在开始工作前提供费用预估。

2. Third-party expenses including notarization, translation, warehousing, travel, appraisal, etc. shall be listed separately and reimbursed based on actual costs incurred.

公证、翻译、仓储、差旅、鉴定等第三方支出，单独列明、实报实销。

3. Fees for subsequent procedures such as litigation, injunctions and trademark invalidation shall be incurred subject to case progress.

诉讼、禁令、无效宣告等后续程序费用，视案件进展产生。

4. If the Office Action or the patent application documents is required to be translated, the translation fee will be paid according original words count.

如果需要对官方通知书和专利申请文件进行翻译，则根据原文字数支付翻译费。