

"KOSÉ" and "高絲 (Gao si)" approved as "famous trademarks" in China

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, Japan, President & CEO: Kazutoshi Kobayashi) was granted "famous trademarks" in China on January 18, 2016 for "KOSÉ" (the company's registered trademark) and "高絲 (Gao si)" (the name of the company written in traditional Chinese characters).

In China, "famous trademarks" are forms of trademark that carry a high level of recognition throughout all of China. Approved by the State Administration for Industry & Commerce, they protect products from being reproduced or copied by third parties.

Since expanding into China in 1987, KOSÉ has widely used "KOSÉ" and "高丝 (Gao si)" (the name of the company written in simplified Chinese characters) as its corporate brands. KOSÉ has also used "高絲 (Gao si)" as a corporate brand throughout Asia since the 1960s — particularly in Taiwan. "KOSÉ" and "高絲 (Gao si)" are now both registered trademarks of KOSÉ in China (Chinese trademark registration nos. 723291 and 272825, respectively).

As a result of opposition against an usurped trademark in which a Chinese third party company copied above trademarks, "KOSÉ" and "高絲 (Gao si)" have been acknowledged as "famous trademarks."

KOSÉ regards this recent acknowledgment as recognition that the value of the brand now prevails throughout China, based on marketing efforts in China over approximately the last 29 years. KOSÉ will continue to provide high quality products with diverse added value, in order to live up to the trust and expectations its customers have toward the brand.

■ Additional information

"KOSÉ" (with accent aigu) is generally used when writing the corporate logotype in English to better approximate its pronunciation in Japanese, and to provide the logotype with visual originality and differentiation.