

Question for written answer E-015206/2015
to the Commission
Rule 130
Giulia Moi (EFDD)

Subject: Protection of the CE European trademark and excessive similarity to the "China Export" trademark

CE marking forms an element in the recognition of a given product's quality and governs its entire life cycle. On the other hand, the "China Export" mark, which visually is substantially identical, means a completely different package in terms of quality guarantees and compliance with consumer protection regulations.

Given that the graphic difference between the two trademarks consists solely of a variation in distance between the letter C and the letter E, making it very easy to confuse them, can the Commission clarify whether the European trademark was registered before the Chinese trademark and, if so, what action has been taken to preserve the uniqueness of the CE trademark so as to limit consumer confusion as much as possible and prevent counterfeiting?