

ASEAN E-COMMERCE & TRADEMARK PROTECTION

Why Trademark Registration is Essential for Online Sellers

Do You Need a Trademark to Start Selling?

You can start selling on platforms such as Shopee, Lazada, and TikTok Shop **without a registered trademark**.

However:

Once you build your own brand or scale your business, a trademark becomes essential in practice.

PLATFORM REALITY TODAY

Selling Generic Products

- No trademark required
- Low barrier to entry
- Highly competitive, price-driven market

Selling Branded Products

Must show:

- Trademark ownership, or
- Authorization from the brand owner

Without proof:

- Listings may be removed
- Accounts may face restrictions

PLATFORM REQUIREMENTS (OVERVIEW)

| Platform | Program | Key Requirement |
|-------------|---------------|---|
| Shopee | Shopee Mall | Brand ownership / authorization |
| Lazada | LazMall | Trademark (strongly required in practice) |
| TikTok Shop | Official Shop | Trademark or authorization |

WHY TRADEMARK REGISTRATION MATTERS

1. Protect Your Brand

- Remove counterfeit and copycat listings
- Enforce your rights directly on platforms
- Prevent unauthorized sellers

2. Qualify for Official Store Status

- Verified brand badge
- Priority placement in search
- Access to exclusive campaigns

3. Boost Visibility & Sales

- Better exposure through platform algorithms
- Participation in mega campaigns
- Access to ads and marketing tools

4. Build Consumer Trust

- "Official store" = authenticity assurance
- Higher conversion rates
- Stronger brand positioning

5. Control Your Distribution

- Decide who can sell your products
- Protect pricing and brand reputation

6. Enable Regional Expansion

- Secure your brand across ASEAN markets
- Support licensing and distribution deals
- Build long-term brand value

RISKS OF NOT HAVING A TRADEMARK

Failure to secure trademark protection may result in:

No Effective Enforcement

- Difficulty removing infringing listings
- Platforms may reject complaints

Brand Hijacking

- Third parties may register your brand first
- You may lose rights or be forced to rebrand

Listing Takedowns Against You

- Others can file complaints against your store
- Your products may be removed

Limited Platform Access

- No entry to Shopee Mall / LazMall / Official Shop
- Reduced visibility and trust

Weak Business Value

- No ownership of brand as an asset
- Harder to expand, license, or attract investors

Note: This leaflet is for informational purposes only and does not constitute legal advice

ASEAN Package Fee

| Jurisdiction | 1st Class (HKD) | PoA Notarization (HKD) | Processing Time (HKD) | Validity Years (HKD) No Annual Fee |
|--------------|-----------------|------------------------|-----------------------|---------------------------------------|
| Singapore | 4,000 | NA | 4 - 6 | 10 |
| Malaysia | 6,800 | NA | 8 - 10 | 10 |
| Thailand | 9,500 | 1,500 | 10 - 12 | 10 |
| Vietnam | 5,500 | NA | 14 - 16 | 10 |
| Indonesia | 6,800 | NA | 12 - 18 | 10 |
| Philippines | 4,500 | NA | 3 - 6 | 10 |
| Cambodia | 6,000 | 1,500 | 9 - 12 | 10 |
| Laos | 6,800 | NA | 10 - 12 | 10 |
| Brunei | 6,800 | NA | 9 - 12 | 10 |

Apply in 5 jurisdictions and enjoy a 5% discount on the total fee!

Apply in 6–10 jurisdictions and enjoy a 10% discount on the total fee!

The 10 ASEAN countries include Singapore, Malaysia, Thailand, Vietnam, Indonesia, the Philippines, Cambodia, Laos, Brunei, and Myanmar.

For details regarding application eligibility, quotations, and other information, please contact our Intellectual Property Consultant.

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