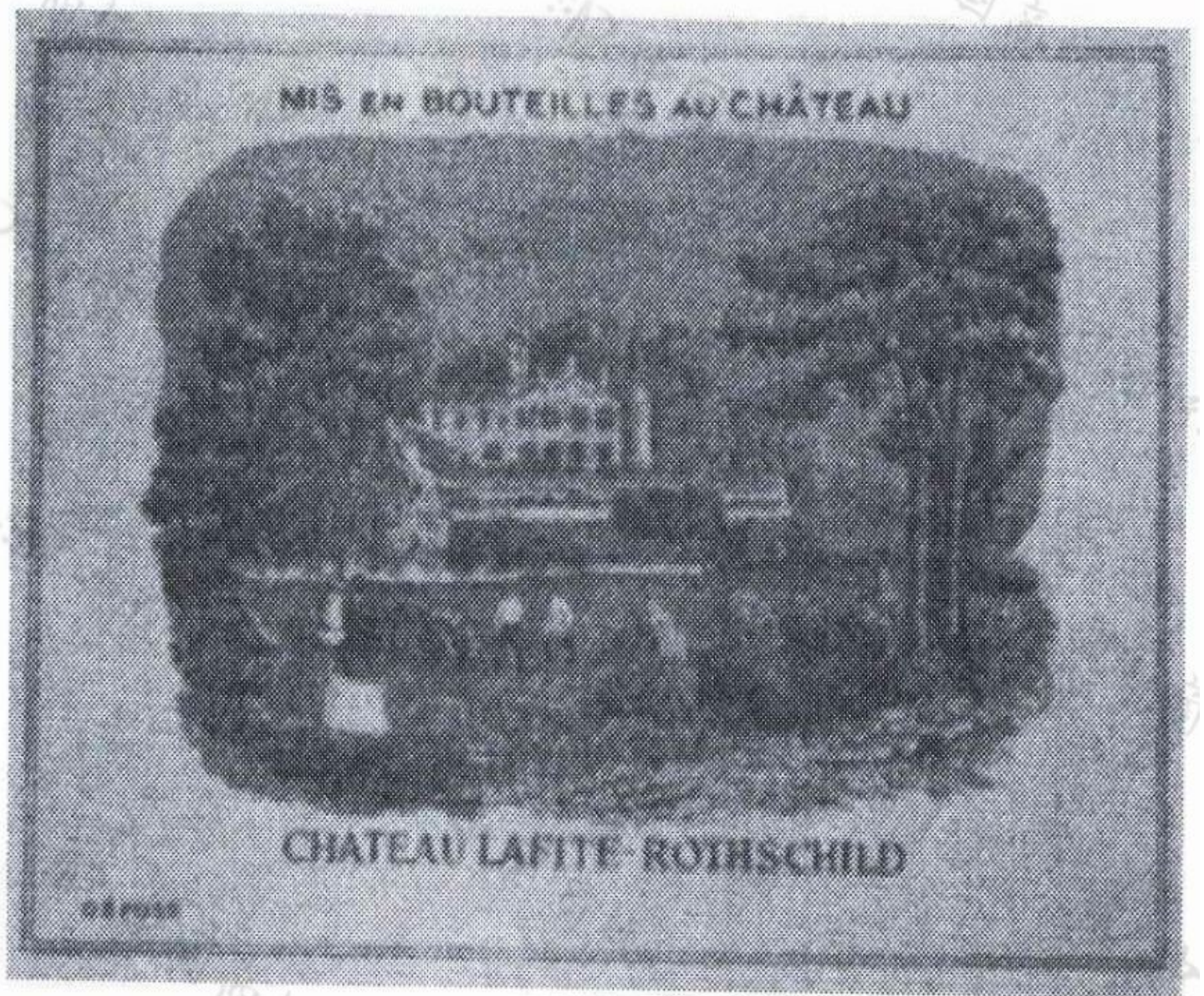


China's Supreme People's Court Upholds 79 Million RMB Win for Château Lafite Rothschild in Wine Trademark Case

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In a decision dated September 21, 2023 and only just released, China's Supreme People's Court (SPC) ruled for [Château Lafite Rothschild](#) upholding a judgement of 79.17 million RMB. The plaintiff in the first instance, Château Lafite Rothschild, believed that Golden Hope Company (?????????????), Chateau Lafite Company (?????????????), Huaxia Company (?????????????), Junteng Company (?????????????), Perun Company (?????????????), Zui Niu Company (?????????????), and Jiu Sheng Company (?????????????) used "LAFEI MANOR" and "?????" to infringe on its trademark rights and damage the reputation of its well-known trademarks. The plaintiff also argued that the defendants forged their geographic origin, which is unfair competition.



Chinese Trademark G237725

The SPC held that according to the evidence submitted by Golden Hope Company in related cases, there are a total of 757 dealers and agents of “Château Lafite” wine across the country, and “Château Lafite” wine has been sold in nearly 2,000 supermarkets. The cost ranges from 4 to 5 RMB to more than 10 RMB , but the sales price ranges from more than 60 RMB to thousands of yuan, and therefore the illegal profits are as high as ten times or more. This shows that the illegal profits obtained by the seven defendants including Golden Hope Company as a result of the infringement far exceeded 100 million RMB .

The SPC calculated the profit margins as (single bottle sales price – single bottle cost price)/single bottle sales price. According to the recalculated sales price and cost price data, the profit margin of Château Lafite Company is 67%, the profit margin of Huaxia Company is 68%, and the profit margin of Junteng Company and Perun Company is both 31%.

The SPC ruled that Château Lafite Rothschild should receive damages and reasonable expenses paid to stop the infringement totaling 79.17 million RMB. Specifically, Chateau Lafite Company should compensate Château Lafite Rothschild for economic losses and reasonable expenses to stop the infringement of 51 million RMB, and Huaxia Company should compensate Château Lafite

Rothschild for economic losses and reasonable expenses to stop the infringement of 25.2 million RMB. Junteng Company should compensate Château Lafite Rothschild 2.69 million RMB.

The case number is (2022)?????313? and the full text of the decision is available courtesy of [here](#) (Chinese only).

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