

导读:特朗普伊万卡名下的时尚品牌,在中国蓬勃发展。随着习近平访美,一系列商标申请也加快议程。

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Trump's brand was hit by boycotts and removal from several major retail outlets in the US last year, but exports of her goods, most of which went to China, surged by an estimated 166 percent year-on-year, which has prompted expectations of a bumper year in 2017, the Associated Press reported on Tuesday.

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It is estimated that in the first quarter of 2017, Chinese imports of Ivanka Trump's merchandise will see an increase of an estimated 40 percent, the Associated Press said, citing a report published by trading data provider Panjiva Inc.

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"Ivanka Trump has been aiming at gaining a foothold in China. Her company - Ivanka Trump Marks LLC - has applied for numerous new trademarks in China since her father Donald Trump was elected as US President," Hao Junbo, a lawyer at Beijing-based Hao Law Firm, told the Global Times on Wednesday.

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The most recent approval was on April 6, when Trump's company received approval from Chinese regulators for three new trademarks, giving it the exclusive rights to sell Ivanka-brand jewelry, bags and spa services in China, according to the Associated Press.

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The approval also came on the same day when the first daughter and her husband sat next to Chinese President Xi Jinping for a steak dinner at Donald Trump's Mar-a-Lago resort in Florida during Xi's visit to the US.

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So far, Ivanka Trump Marks LLC has 16 registered trademarks in China and more than 30 pending applications, along with at least five that have been granted "preliminary approval," covering a wide range of goods and services such as cosmetics, luggage, clothes and beauty services, the Associated Press noted.

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LLC?????16??????30?????????????????????"????"????????????????????????????????

This shows the company's desire for "further expansion in China in the near future," Hao said, adding that it will also make it "easier to file a lawsuit in case of trademark infringement."

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The first daughter's business in China is likely to flourish in 2017, mainly buoyed by "her amiable attitude toward China" and popularity in Chinese social media platforms, where netizens describe her as baifumei - white, rich and beautiful - and her "combination of beauty, wisdom and talent," said Hao.

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Ivanka is seen by the Chinese public as having softened Donald Trump's confrontational approach to China, experts said.

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But experts also warned that the company still needs to learn from its past failures, following the closure of stores in Beijing, which the company reportedly attributed to the lack of "a proven track record of traffic."

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