

PRESS RELEASE

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EtonHouse Wins Monumental Trademark Infringement Case in China

Trademark Victory for a Singaporean Brand in China

Singapore, 30 September 2017 – Singapore’s EtonHouse International Education Group has secured a monumental legal victory in China.

Beijing’s Intellectual Property Rights Court (“the Court”) has ruled in favor on EtonHouse’s claims in a trademark infringement suit against Etonkids Educational Group (“Etonkids”) based in China and granted EtonHouse RMB 800,000 in statutory damages. This is a culmination of a prolonged legal tussle between EtonHouse and Etonkids which lasted more than 2 years.

Mrs. Ng Gim Choo, Founder of EtonHouse said, “We are greatly encouraged by the judgment. Our victorious trademark infringement case is also a win for other foreign companies and a testimony that intellectual property is protected in China. EtonHouse remains committed to protecting our brand's reputation in China and across the world.”

EtonHouse first entered the China market in 2003 with an international school in Suzhou. Since then, it has established a successful track record in China with K-12 schools and kindergartens catering to both local and international families in Suzhou, Changshu, Wuxi, Nanjing, Wenzhou, Xuzhou, Shanghai, Zhuhai, Foshan, Dongguan, Changsha, Chengdu, Chongqing, Xi-an, Jinan, Linyi, Harbin, Zhengzhou and more. Headquartered in Singapore, EtonHouse has a total of 40 schools in more than 20 cities in China.

To learn more about EtonHouse, log on to www.etonhouse.com.sg.

侵权胜诉 | 北京伊顿 (Etonkids) 被认定侵害新加坡伊顿"伊顿"商标注册商标专用权

北京伊顿国际幼儿园有限公司(Etonkids)被认定侵害新加坡伊顿“伊顿”商标注册商标专用权。

近年来，北京伊顿国际幼儿园有限公司(Etonkids)在其宣传途径以"伊顿"、"伊顿国际教育"等字眼，侵犯新加坡伊顿国际教育集团商标的使用权利，对伊顿造成了重大的不良影响。最终，伊顿通过法律途径维护了“伊顿”商标专用权。

北京知识产权法院近期二审判决结果如下：

北京伊顿国际幼儿园有限公司 (ETONKIDS) 在宣传其幼儿园、教育等服务时，使用“伊顿”、“伊顿国际教育集团”、“伊顿幼儿园”等不规范使用其企业名称的行为构成对新加坡伊顿“伊顿”商标注册商标专用权的侵犯，一审法院关于北京伊顿被诉侵权行为不构成侵权的认定错误，北京知识产权法院予以纠正。北京伊顿的部分被诉侵权行为构成侵害新加坡伊顿注册商标专用权的行为，应当承担停止侵权行为并赔偿损失的民事责任。

伊顿董事长及创始人胡锦涛女士表示“新加坡伊顿国际教育集团将以更好的品牌形象，一如既往地致力于为更多家庭和学生提供高品质的国际教育，让孩子们通过伊顿的教育拥有美好的未来！这也是中国保护知识产权的胜利！”

– End –

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About EtonHouse

EtonHouse International Education Group is headquartered in Singapore with **more than 100 international schools** spread across Singapore, Hong Kong, China, India, Indonesia, Korea, Japan, Malaysia, Cambodia, Vietnam, Myanmar and Kazakhstan. Together these schools provide high quality education to over 12000 children globally. In 2015, EtonHouse commemorated its **20th anniversary** by launching the EtonHouse Community Fund to support underprivileged children.

Over the last 22 years, EtonHouse has been at the forefront of international education offering innovative pre-schools and K-12 schools across Asia and now the Middle East. In the early years, an inquiry based “Inquire-Think-Learn” curriculum, inspired by the Reggio Emilia

approach is followed. EtonHouse International Schools offer the highly successful International Baccalaureate (IB) Programme and the IGCSE qualification in the secondary level. The EtonHouse Group has won several accolades for its exemplary practice such as the “Outstanding Leader” and “Outstanding Teacher” awards conferred by the Ministry of Social and Family Development (MSF) in Singapore in 2011 and 2012. In 2014, the MSF presented EtonHouse with the “Outstanding Centre for Teaching and Learning” Award and the Early Childhood Innovation Award in 2015. The international IB K-12 school in Suzhou was voted as one of China’s best international schools by a research based firm founded by MIT Alumni.

The Group also works closely with the Government in Singapore and China. In early 2014, EtonHouse was selected by the MSF in Singapore to be part of the Anchor Operator (AOP) Scheme to launch E-Bridge Pre-School, providing high quality and affordable early childhood services for Singaporean families. EtonHouse schools in Suzhou, Wuxi and Nanjing were started at the invitation of the Jiangsu provincial government.

The Group is deeply committed to research and professional development and brought the first Reggio Children conference to Singapore. In 2013, EtonHouse became a member of the Reggio Children International Network and launched REACH (Reggio Emilia in Asia for children), the first organization to represent Reggio Children in Asia and continues to offer high quality professional development opportunities on a regular basis to further enhance its standards of practice.