

Q127-Explain how the primary applied-for and variant strings are considered the same, including the meaning, by the relevant user communities.

The primary string "海尔" (xn--3et971b)(Simplified Chinese) and its variant string "海爾" (xn--90ww5h) (Traditional Chinese) are considered identical strings within the Chinese community. This is because the Simplified and Traditional characters have exactly the same dictionary meanings ("尔" and "爾" are different written forms of the same character), and according to the Root Zone Label Generation Rules (RZ-LGR), the Chinese community groups Simplified and Traditional characters into the same variant set. The following real-world examples (covering scenarios such as official websites, e-commerce platforms, offline advertisements, trademarks, etc.) are provided as evidence.

1. Traditional Chinese Page Display on Haier Smart Home Official Website

Link: <https://smart-home.haier.com/hk/about-us/#haier-global>

This page is the 'About Us' subpage of the Haier Smart Home Hong Kong official website, where the corporate introduction is displayed in Traditional Chinese as "海爾智家". When Traditional Chinese users read this page, they directly recognize it as the Haier brand, which is fully equivalent to the Simplified Chinese "海尔".



2. Haier Smart Home Hong Kong Official Website

Link: <https://smart-home.haier.com/hk/>

The homepage of the Hong Kong official website uses "海爾智家" as the brand name, catering to Traditional Chinese users in Hong Kong. Users can readily identify that this website belongs to the Haier Group without any conversion, demonstrating that "海爾" and "海尔" are indistinguishable in user perception.



海爾智家

海爾智家是全球領先的智慧家庭品牌，依託科技創新，打造全空間、全場景、全生命週期的智慧生活體驗。公司擁有海爾、卡薩帝、Leader等知名品牌，業務覆蓋全球200多個國家和地區，持續以全球化佈局與當地語系化運營引領行業向高端化、智慧化、可持續發展。

查看詳情



3. Haier Smart Home Official Website in Taiwan

Link: <https://www.haier-smarthome.tw/>

The Taiwan region uses Traditional Chinese, and the official website operates under the brand name "海爾". When Taiwanese consumers visit this site, they clearly recognize it as Haier's official site and do not interpret it as a different brand.



4. Distributor Website for Haier Air Conditioners

Link: <https://haiertaiwan.com.tw/index.php>

This distributor's website contains "haier" in its domain name, and uses Traditional Chinese "海爾" on the page to refer to Haier air conditioner products. The distributor directly uses "海爾" for commercial promotion, demonstrating that in the local community, "海爾" represents the Haier brand.



5. Other E-commerce Platforms

(1) HKTVmall Product Page

Link:

https://www.hktvmall.com/hktv/zh/main/EcoPick-%E6%98%A5%E5%B1%8B%E6%99%BA%E6%96%B0/s/C0552001/%E5%AE%B6%E5%93%81%E5%82%A2%E4%BF%AC/%E5%AE%B6%E5%93%81%E5%82%A2%E4%BF%AC/%E5%BB%9A%E5%85%B7/%E6%BF%BE%E6%B0%B4%E5%99%A8/%E6%B5%B7%E7%88%BE%E8%BF%B7%E4%BD%A0%E5%89%8D%E7%BD%AE%E6%BF%BE%E6%B0%B4%E5%99%A8-%E8%87%AA%E4%BE%86%E6%B0%B4%E6%B7%A8%E6%B0%B4%E5%99%A8-%E5%8F%AF%E6%8B%86%E6%B4%97%E6%BF%BE%E8%8A%AF/p/C0552001_S_990382995113_H

HKTVmall Introduction: HKTVmall is one of the largest 24-hour online shopping platforms in Hong Kong, and is a subsidiary of Hong Kong Technology Venture Company Limited (HKEX stock code: 01137). As a comprehensive online mall offering a wide range of products, it is the go-to choice for many Hong Kong consumers when shopping online. The product title clearly uses "海爾". Hong Kong consumers can find the same product whether they search for "海尔" or "海爾", as the platform makes no distinction between the two.



(2) momo Shopping Network Product Page

Link: <https://www.momoshop.com.tw/TP/TP0007793/goodsDetail/TP00077930000715>

Introduction to momo Shopping Network: momo Shopping Network is one of the largest B2C comprehensive e-commerce platforms in Taiwan, consistently alternating market leadership with competitors such as PChome and Shopee. E-commerce platforms in Taiwan display Haier products under the name "海爾", and consumers equally regard it as the Haier brand.

momo 商店

momo購物網 | APP下載 | 點點離分圖計劃

登入 | 註冊 | 會員中心 | 我的訂單 | 商品清單 | 折價券 | 購物車 | 登記活動

請輸入關鍵字或品號

Home \ 家電升遷家電專門區

Haier 海爾 R32變頻熱水器TFE7-200L 環保冷媒 自潔潔 擴容微密三層膽 HP34W/200TFE7

原廠保固，全台可基本安裝

店名: Haier 海爾 R32變頻熱水器TFE7-200L 環保冷媒 自潔潔 擴容微密三層膽 HP34W/200TFE7

- 全機保固2年、內膽保固5年
- 擴容微密三層膽
- 雙變頻技術

品號: TP00077930000715

促銷價 **52,000** 元

品牌名稱: Haier 海爾

結帳方式: 信用卡/ATM
刷momo卡消費回饋最高3%

分期: 3期0利率 每期\$17,333元 更多

配組方式: 免運 廠商宅配 免運費

安裝費: 不含安裝費(空機價格) 基本安裝

數量: 1

折價券: 查看可使用的折價券/抵用券

保固資訊: 2年保固期

综合评价: 5.0
商品数量: 613
開關回應率: 98%

所有商品 (613)

登記送: 累積滿5,000元送mo點2%, 上禮500元 活動說明
累積滿30,000元送mo點3%, 上禮1100元 活動說明

6. Offline Advertising

(1) Photo of a Sports Event Sponsorship in Taiwan: Haier sponsors a sports event in Taiwan, where the on-site advertising billboard uses the characters "海爾". The audience recognizes it as the Haier brand.



(2) Celebrity Endorsement Photo: The endorsement activity uses the "海爾" logo, pointing to the same brand.



(3) Store Image: In physical store displays, the "海爾" signage corresponds to Haier products, and consumers recognize them without any distinction.



(4) **Exhibition Photo:** The "海爾" brand logo is used at the exhibition in Taiwan, and all attendees understand it as representing the Haier Group.

2025 Taipei Building Show
第37屆台北國際建築建材暨產品展

12/11-14 10:00-18:00
(最後一天 14:00 閉展)
台北南港展覽館1館 全館 盛大展出

通 知

受文者：秉創科技股份有限公司（海爾）

貴公司參加「第37屆台北國際建築建材暨產品展」，經大會建材委員會評選建築師依「產品實用創新」、「裝潢及整體感受」、「專業解說」各方面實際評比，榮獲本屆「優良參展企業形象獎」。因座位有限，敬請派員最多2位(受獎1位及觀禮1位)於12月13日上午10:20前，至南港展覽館 四樓401會議室報到，並於大會會場接受公開表揚，特此通知，並申賀意。

第37屆台北國際建築建材暨產品展
籌備會 大展公司 敬上
2025/12/11

主辦單位：中華民國全國建築師公會、大展國際股份有限公司
大會網站：www.taipeibex.com.tw



The above cases cover multiple scenarios including official websites, distributors, e-commerce platforms, and offline advertisements, fully demonstrating that the Traditional Chinese user community regards "海爾" and "海尔" as strings with the same meaning and pointing to the same entity.