

## **Seminar "Trademark protection in China"**

Welcome!

Thank you for your interest in our seminars.

### **China, the country of the brand forgers?**

Copying is good, Confucius said this 2500 years ago. In addition, therefore, many Chinese companies do not show any shyness copying the products of Western companies or even to appear with the same brand on the market.

### **Therefore it is very important to know how to protect your intellectual property**

In our trademark protection seminar you learn to protect your company as much as possible starting from the basics.

### **Trademark protection and company form**

Starting out from the regulations of trademark law, patent law, civil law, criminal law and competition law we explain to you the right points, which need to be considered in the foundation of a new company in China.

### **Brand registration**

Furthermore, you will learn details of brand registration in China, the authority responsible and the duration of the trademark protection.

### **Special trademark protection in China**

We explain to you special problems regarding trademark protection in China, the trademark protection by law as well as the trademark protection by general authorities and the AIC.

### **A sample of the questions answered in this seminar:**

- What are the basics of trademark protection in China?
- What do I have to take into account already at the company formation to protect the intellectual property of my company?
- What ways are possible according to trademark and patent law?
- How can I pursue a violation of the law through civilian and criminal law?
- What do I have to know with regard to competition law in China?
- Which steps are needed to register a trademark and which legal consequences are expected?
- Who is responsible for trademark protection and how long is the protection granted in China?
- What are the special problems regarding the protection of intellectual property and can it be solved in practice?

### **Participants:**

- Businessman / Managing Directors / Managers
- Businessman who do business with Chinese people
- Employees who have business contacts with Chinese people in Germany or other Western countries

### **Methods:**

Lectures, group discussions, practice examples, case studies

### **Language:**

Both the seminar and the documents are in German, but can also be given in English.

### **Seminar duration:**

2 days from 9.00 - 15.00

### **The seminar location:**

The seminar can take place both within the company and as an open seminar.

### **Your benefits:**

#### **After the seminar you will know:**

- 1) the basics of trademark protection in China
- 2) the basics for the protection of intellectual property in China
- 3) the responsibilities for the trademark and patent law in China
- 4) how one can apply for a trademark and a patent in China
- 5) how one succeeds with their rights in China
- 6) which problems can appear
- 7) much more.

#### **After the seminar you will be able to:**

- 1) understand Chinese brands and patent law
- 2) successfully register trademarks and patents in China
- 3) enforce your rights in China
- 4) protect your company from of brand piracy
- 5) prevent the loss of intellectual property of your company
- 6) develop suitable measures
- 7) much more.

#### **You are taught by speakers:**

- 1) who know Western law as well as Chinese law
- 2) who are experts in the areas of law consulting and management consulting for China
- 3) who work as a German-Chinese coach tandem
- 4) who also take into account the intercultural interests in the China law system

### **The seminar coaches:**

**René C. Steininger** studied Business Management specializing in International and Intercultural Management related to China, Management Consulting and Finance, including Insurance Management and has further qualifications, such as Human Resource Management. Mr. Steininger is Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue of German and he grew up together with Chinese people in Germany.

Mr. Steininger has spent several years in China and was Managing Director of a management consulting firm in Hong Kong. He worked in the financial services sector for more than 10 years prior to that. Extensive research stays and discussions with famous Chinese people like:

- Dr. Stan Shih, founder and Chief Executive Officer of the computer company Acer Inc. in Taiwan.
- Prof. Dr. Teh Cheng Kong, head of the family and direct descendant of Confucius in the 77th generation, consultant for the constituent meeting of China, Senior Adviser to the President and former President of the Examination Yuan of China.
- with representatives of the central government of the People's Republic of China
- as well as members of the family of the former Chinese Emperor Pu Yi.

**Jia LI**, Chinese lawyer, Managing Director of China Expert Consulting, Germany, studied Chinese and German Law at elite universities in China and Heidelberg. He is a Bachelor of Law and a Master of Law (LL.B and LL.M.) and undertook additional university studies in German tax law. He has worked as a lawyer in China and as Management Consultant for a large German consulting company previously and is also a doctoral candidate of law.

Mr Li speaks fluent Chinese, English and German. He has a comprehensive knowledge of Chinese culture, management consulting in China and in Chinese law and tax law.