TRADE FAIRS
TIPS FOR BETTER PROTECTION OF IP RIGHTS

What should you know, before you go to a trade fair?

The China and South-East Asia IP SME Helpdesk bring you an infographic that highlights the key considerations before and during your visits to Trade Fairs in China and South-East Asia countries.

Visiting Trade Fairs offers great possibilities for linking suppliers to customers, resulting in a win-win situation for both ends of the supply chain.

**IPR-related Pros and Cons of visiting trade fairs**

**Pros**
- Introduce your product to a new market
- Expand your visibility
- Increase customer base
- Collect essential evidence to stop infringements
- Find potential partners

**Cons**
- Risk of disclosing trade secrets
- Risk of revealing your IP assets to counterfeiters
- Risk of IP infringement from other exhibitors / companies expressing interest to partner

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**Tips for better IPR protection at trade fairs**

- Do not reveal trade secrets during discussions with potential partners
- Collect as much material as possible during investigations, shopping around at the fair
- Register all of your IP assets
- Have copyright notices on all of your marketing materials
- Research any suspicious exhibitors who seem to be interested in your products
- Find out if there are any complaints currently at the exhibition venue

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**Notify your IP ownership!**

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<td>Can be combined with the year of creation or publication to assert copyright ownership in works such as brochures, websites, software, pictures, music, etc.</td>
<td>If you have applied for a trade mark but it is not yet registered or even if you have not applied but have a trade mark, the TM abbreviation can be used to assert your rights over the trade mark.</td>
<td>This symbol can only be used for registered trade marks. It can be a criminal offence to use this symbol if the trade mark is not registered.</td>
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The IPR SME Helpdesk for Asia and South-East Asia provides targeted brochures, fact sheets, confidential IPR advice to European Small and Medium Enterprises (SMEs). The service provides guidance, assistance, and advice on dealing with IP issues. For more information, business but confidential IPR advice within three working days is available. Advice is available at www.iprsmedesk.org.

Register on www.iprsmedesk.org to contact our Experts in Trade Fairs.

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**SOUTH-EAST ASIA**
IPR SME HELPDESK

**CHINA IPR**
SME HELPDESK

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