**DOs AND DON'Ts**

**DO**
- Never use registered trademarks in your territory.
- Never use unauthorized personnel in your territory.
- Remember that intellectual property is protected by the World Intellectual Property Organization (WIPO).
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**IP is territorial**

<table>
<thead>
<tr>
<th>Macau</th>
<th>Hong Kong</th>
<th>Mainland China</th>
<th>Taiwan</th>
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Bear in mind if you register IP rights in the European Union (EU) or elsewhere, this will not provide effective protection in Mainland China, or Hong Kong, Macao and Taiwan, which also require different registration procedures.

Furthermore, IP registrations made in mainland China are not valid in Hong Kong, Macao and Taiwan. These are all separate territories with their own jurisdiction.

**DID YOU KNOW?**

Every year Europe’s Companies pay hundreds of thousands of Euros in royalties on intellectual property licenses and fees. A few years in the past, more than half of these were paid to competitors from the EU. Today, EU companies have consistently been more competitive (SO 70%)

In Europe their trade mark agents exist.