

## China IPR SME Helpdesk

Free business tools to manage your Intellectual Property Rights in China

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Click on the topics below to jump to news about our free services and resources which can support your business in China. This newsletter also includes a useful article on 'Enforcement of Intellectual Property Rights in China.' The article outlines the steps to take if your intellectual property is being infringed and the resources you have at your disposal – find it below!

### Article



#### Enforce your IP Rights in China

The intellectual property rights (IPR) available in China are very similar to those available in Europe. The registered rights available are invention patents, utility patents, design patents and trade marks. Copyright can also be recorded. There are unregistered rights derived from the law on trade secrets and unfair competition but these are difficult to rely on (the consensus is that only 30% of trade secret actions are successful) and it is therefore advised that rights owners register their IP with the relevant authorities.

Assuming you have registered your IP and found it being infringed then you will want to enforce it. How will you find it being infringed? Your customers might tell you about competing products, you might find infringements for sale on the internet, you might see infringing products at a trade fair. You should follow-up this type of tip-off by for example employing a private investigator to gather more information about the company marketing the product: is it a big company; what is its production capacity; how long has it been in the market; to whom does it sell; is it operating at its registered address? Once you have gathered sufficient information and decided to take action then there are a few options, [[Continue reading](#)]

### Join our free training events!



The China IPR SME Helpdesk will be hosting free events for European businesses in Europe and China in the coming months. In China we'll have a workshop concentrating on IPR issues for Spanish SMEs. You can also visit us in Sofia, Riga or Naples for practical training on protecting IP in China, as well as the opportunity to register for a free one-on-one consultation with IP experts.

**1 November 2013, Sofia, Bulgaria:**  
[Protecting your Intellectual Property in China](#)

**22 November 2013, Riga, Latvia:**  
[Protecting your Business and Innovations in Asia](#)

**27 November 2013, Beijing, China:**  
[Briefing to Spanish Trade Mission](#)

**28 November 2013, Naples, Italy:**  
[Protecting your Business and Innovations in Asia](#)

## Get our guides



In August 2013, the Helpdesk published its guide to Enforcement of Intellectual Property Rights in China. Featuring information which addresses the latest developments in intellectual property legislation, the guide provides practical strategies to help European businesses enforce their intellectual property rights in China. Amongst other tips, learn about IPR and enforcement in China, enforcement proceedings and enforcing a judgment.

**Guide to Enforcement of Intellectual Property Rights in China**

**For a list of all our free IP training guides, visit our [Publications page](#) on our website: [here](#)**

## Tune in to our webinars



Recordings of our latest webinars are available, listen to them for:

- Protecting trade secrets in China.
- Strategies for IPR protection in China for OEM.
- IP and market advice for EU SMEs on how to ensure sustained benefits in the cultural and creative industry in China.
- Developing a robust online selling strategy in China.
- Intellectual property protection in China for EU ICT business.

**Recording:** [Protecting Trade Secrets in China: Tips and Lessons Learned](#)

**Recording:** [IPR Protection Strategies for OEM in China](#)

**Recording:** [Ensuring sustained benefits in the Cultural and Creative Industry in China: Market and IP advice for EU SMEs](#)

**Recording:** [How to develop a robust online selling strategy in China](#)

**Recording:** [Intellectual Property protection in China for European ICT Businesses](#)

These five webinars attracted over 200 attendees from 20 of the European Union's 28 Member States and China.

## Subscribe to our blog: Your IP Insider



Visit Your IP Insider for enlightening (and entertaining!) blogs on how IPR affects your business in China and in Southeast Asia. Read our latest posts on using your trade mark to generate customers in unconventional ways, making sure your brand is recognisable to Chinese consumers, and how getting patents granted may be about to change for the better...

Your IP Insider posts are contributed by individual businesses, IP experts and the Helpdesk team; if you want to become a contributor, contact us on [nick.bihun@china-iprhelpdesk.eu](mailto:nick.bihun@china-iprhelpdesk.eu)

**The Third EU SME Forum: A great place for European SMEs to get the tools to grow their business in China!**

**SME Biz talk: Keeping the kerCHING to yourself!**

**Road trip down the Patent Prosecution Highway**

**Shanghai High People's Court provides clarity on legality of rewarding and remunerating inventors**



Some exciting new features are coming to the Helpdesk. A new "Serious Game" has been developed and will provide SMEs with an interactive and fun platform on which to simulate the steps of protecting their IP in China. The "Serious Game" will be joined by an expansion of the Helpdesk's E-Learning Modules (ELMs). Topics will include, How to enforce your IPR in China and IP as a business asset.

**Links to previous E-Learning Modules:** [Using contracts to protect your IP in China](#) and [Research and Development in China for European SMEs](#)

**For a list of all E-Learning Modules visit our ELM page on our website: [here](#)**

## From other Helpdesks



The **ASEAN IPR SME Helpdesk** provides free, essential Southeast Asia intellectual property services and resources for European businesses. You can already visit the website: [www.asean-iprhelpdesk.eu](http://www.asean-iprhelpdesk.eu) and submit your Southeast Asia IP questions to [question@asean-iprhelpdesk.eu](mailto:question@asean-iprhelpdesk.eu); by telephone +6221 5711810 or in person in Jakarta.

Get the ASEAN IPR SME Helpdesk webinar recordings describing the IPR landscape in Singapore, Thailand and Indonesia which provide strategies for avoiding potential pitfalls when conducting business with/in those countries.

**Browse our website:** [www.asean-iprhelpdesk.eu](http://www.asean-iprhelpdesk.eu)

**Sign up for our upcoming webinars here:** [Intellectual Property Rights Protection Strategies in Vietnam for EU SMEs](#) and [Intellectual Property Rights Protection Strategies in Myanmar for EU SMEs](#)

**View previous webinars here:**

**Protecting your IP in Singapore webinar recording:** 'Intellectual Property Rights Protection Strategies for EU SMEs in Singapore'

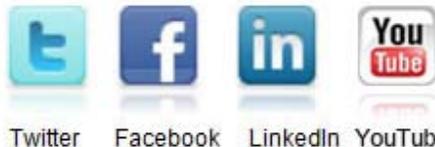
**Protecting your IP in Indonesia webinar recording:** 'Intellectual Property Rights Protection in Indonesia for EU SMEs'

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*For more information on IPR in China please contact us:*

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Project implemented by:

