1. Introduction

In recent years, due to the expansion of China’s middle class, increased interest in personal care has led to the rapid development of the cosmetics industry. In addition, the adjustment of the tariff system in China and the rise of e-commerce platforms such as Taobao, Jingdong and Pinduoduo contributed to the sales of cosmetics products. The industry shows an annual growth of 12.6% and in 2019, the total retail sales of cosmetics products reached RMB 229.2 billion (approx. EUR 28.7 billion). Furthermore, in 2019, the value of imported cosmetics products stood at EUR 11.7 million. At the same time, intellectual property (IP) infringement in the cosmetics sector, continues to be prevalent on the Chinese market – despite recent campaigns and targeted efforts of the Chinese government. Particularly, due to their popularity and high quality, overseas cosmetics brands are usually “the hard-hit areas” of counterfeiting. The infringement acts are mainly trade mark and outer packaging imitation, and customers consequently confuse the authentic and counterfeit products, leading to loss of sales, reputation and oftentimes product liability issues. It is therefore important for EU SMEs active in cosmetics industry to establish a stable IP strategy for China. The following sections highlight key considerations, strategies and challenges that EU SMEs in the cosmetics sector ought to consider throughout their internationalisation process and operations in China.

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1 See the official statistics at: [http://www.stats.gov.cn/tjsj/zxfb/202001/t20200117_1723391.html](http://www.stats.gov.cn/tjsj/zxfb/202001/t20200117_1723391.html)
3 See China Customs at: [http://www.customs.gov.cn/publish/portal0/tab2559/module5491/info739906.htm](http://www.customs.gov.cn/publish/portal0/tab2559/module5491/info739906.htm) (cosmetics and personal-care supplies are the top third type of product suspended by China customs in 2014).
2. Protection through trade marks

2.1 Trade mark application overview

A trade mark is a sign that serves the specific and primary purpose of identifying the goods or services of a producer, thus allowing the consumers to distinguish goods or services of one producer from those of another.

According to the analysis of cosmetics trade mark applications in China in recent years, the volume of applications for cosmetics products by foreigners has significantly increased, reaching over 11,000 applications in 2015. Chinese trade mark protection follows a first-to-file principle, namely, satisfying registration requirements, the application filed earlier will first be approved. It is often the case that foreign cosmetics brands preemptively file for trade mark registration in China, either the English name, logo or the Chinese name widely used by local customers. This is done to avoid someone registering the trade mark first. For example, Korean famous cosmetics brand “Hera” has a popular Chinese name 赫拉 (he la) among Chinese consumers but it had to change it to 赫妍 (he yan) when they recently wanted to officially launch their products to Chinese market as the concerned name had already been registered by a Chinese cosmetics enterprise back in 2009.

Hence, if a foreign enterprise intends to enter into Chinese market, it is advisable to file the trade mark application in advance and as soon as possible, so as to ensure that “Trade mark goes before marketing”.

2.2 The importance of trade mark search

While it is not necessary to make a trade mark search before filing for trade mark registration, it is recommended. Doing so will reveal possible obstacles to the registration, thereby saving you money and time on what could be a wasted application.

Chinese characters, Pinyin (phonetics), numerals, English, graphs, prefixes in the trade mark application can be individually searched on the China National Intellectual Property Administration (CNIPA) online platform (http://wcis.sbj.cnipa.gov.cn/txnT01.do). Please note that there is an approximate delay of 6 months in the update of the database, the current information can be obtained directly from CNIPA Trade Mark Office.

2.3 Trade mark application

For SMEs, there are two approaches for trade mark applications in China, one is to file an international application under the so called Madrid system, and the other is to file a domestic
trade mark application in China with the CNIPA. While the Madrid system allows SMEs to simultaneously register trade marks in multiple countries, the application procedure with the CNIPA is faster. Madrid system applications are more suitable for goods and services that are very precise or if the list of items is limited. In case of direct applications with the CNIPA, foreign SMEs need to appoint a local Chinese trade mark agent. As for specific introduction and comparison of these two application approaches, please refer to the Guide to Trade Mark Protection in China. Here, we will focus on some issues for direct trade mark applications with the CNIPA in China.

(1) Choose the commodity or service classification for application in China. China follows the International Classifications of Commodities and Service for Trade mark Registration (the so-called Nice classification). The following list gives some examples of the classes most relevant for cosmetics trade mark application.

Class 1 – chemical products for industrial uses (chemical products for use in cosmetics manufacture industry should fall within this range)

Class 3 – cosmetics, perfumes, hair lotions etc.

Class 5 – skin care agent etc.

Class 10 – bodybuilding and massage apparatus etc.

Class 16 – paper or plastic bags (envelopes, small bags) for packaging etc.

Class 21 – cosmetic utensils etc.

Class 35 – demonstrations of commodities on communication media for retail purpose etc.

Class 42 – cosmetics researches etc.

Class 44 – beauty services etc.

Check the full Nice Classification list to see in details the items included in each class mentioned above.

Selecting the right and enough class(es) for your trade mark registration is important as it decides protection scope of your brand. Registrations in multiple classes will bring broader protection, however, it requests a larger budget. In general, Class 3 is the core class for cosmetics commodities. Besides Class 3, depending on the specific use and purpose of the product, other classes should be considered in filing the registration. For instance, if a type of hair dyes is mainly used by hairdressers or in beauty salons, services like “visagists’ services, beauty consultancy” in Class 44 are recommended. If there are pharmaceutical ingredients in your hair dyes, a registration in Class 5 for “medicines for human purposes; paste (medicines)” matters could be appropriate. Moreover, because China has not yet offered protection to retail or wholesale services on cosmetics, defensive application and protection is therefore encouraged by assigning on relevant services such as “presentation of goods on communication media, for retail purposes; import-export agencies” in class 35. In addition, as mentioned above, the goods in class 16, e.g. ‘bags [envelopes, pouches] of paper or plastics, for packaging’ and etc. are closely connected with packages of cosmetics. Further, if budget allows and your long run strategy requires, defensive trade mark registration by filing in advance in classes of potential interests (e.g. apparel) will provide you with a holistic protection. A careful audit on your products (category) and consultation with experienced trade mark attorney on which class(es) suit you best is recommended.

China is unique in further dividing the classes into sub-classes. It is important when registering a trade mark that the registration covers products and services in each of the sub-classes containing products and services that may be relevant to your business. It is good practice to register products and services in each sub-class that makes up a class, even if the products and services in a sub-class are only marginally related to your business. This will prevent competitors or infringers from registering an identical or similar mark in the sub-class and using the mark to undermine the brand.

(2) Application of Chinese trade marks cannot be ignored! As the native language of Chinese people, Chinese can be easily memorized and accepted by Chinese consumers, so it is advisable to pick a localized brand name for marketing purposes. Cosmetics are fast moving consumer goods, and whether the name will be remembered by local consumers is vital to its business development and success. Besides, consumers tend to mention foreign brands by using their Chinese names. Once the localized name is registered, the owner of the original trade mark in a foreign language will have to change the Chinese translation of his trade mark. Therefore, it is suggested that, both the foreign language and the Chinese version of the trade mark should be registered before the product’s entrance into the Chinese market.
Case study

Taiwan L’Oreal Co., Ltd. is an affiliated company of L’Oreal Company, and used the traditional characters for “契尔氏” (qiershi) as the name for its products or as the Chinese translation for its brand “Kiehl’s” in Taiwan and Hong Kong. However, the trade mark “契尔氏” in Mainland China was maliciously registered in 2004 by a Chinese individual. L'Oreal Company challenged this trade mark, but the objection reasons were judged by the CNIPA as untenable, and the registration of the trade mark “契尔氏” was approved. As a result, during the product distribution and promotion in China, subsidiary companies of L’Oreal Company have to use the trade mark “科颜氏” (keyanshi) so as to be distinguished from the trade mark “契尔氏”.

Lessons learned

- IP rights are territorial, and Mainland China, Hong Kong, Macao and Taiwan are four separate jurisdictions.
- Register your trade mark as soon as possible, ideally before selling and marketing your products in Mainland China. If your product is popular in other countries, companies or individuals might take advantage of your reputation and register the trade mark in China ahead of you.
- There can be numerous variations of a foreign brand when translated or transliterated to Chinese. Make sure to engage native Chinese speakers to choose the most appropriate one and register it. Chinese consumers will most likely remember and use this word.
- If someone else registers your trade mark and your opposition or invalidation request is not approved by the CNIPA, then you still have the option of buying the trade mark from its owner in China or choose another Chinese name, subsequently rebranding the product. Both of these remedies are costly and time-consuming, so it is advisable to take preemptive action to avoid them.

The Trade Mark Protection guide produced by the Helpdesk gives some tips on choosing a proper Chinese character version of a foreign trade mark, see ‘Related links’.

2.4 Take advantage of your trade mark registration

With a Chinese granted trade mark registration and a recordal of that registration with China customs, you can make better use of the pro-active border protection offered by the Chinese customs. The customs effectively stops import and export of goods bearing infringing trade marks. As released in the annual report of the General Administration of Customs in China, near 97% of the goods detained by Chinese customs were about trade mark infringement and cosmetics and personal-care supplies were one of the top three kinds of goods in the detainment list.

Additionally, online sales and distribution of fake cosmetics is often a big headache to foreign cosmetics enterprises as you cannot stop the counterfeits being sold online if you fail to dig out the real manufacturers of the fake cosmetics. Stopping them from being displayed on the internet and accessed by customers is alternatively the most economic options to foreign companies. To achieve this, you must prove your ownership of the involved trade mark to the online shopping platforms (i.e. often the internet service provider) by showing your trade mark registration in China. In case you applied for trade mark registration via Madrid system filing route, you need to separately obtain the Chinese registration certificate from the CNIPA.

3. Protection through patents

The Chinese patent system covers three types of patents: invention patent, utility model (UM) patent and design patent. Each of these has a different level of requirement on inventiveness or creativity. An invention patent refers to a new technical solution relating to a product, a process or improvement therefore; a UM is more for a new technical solution relating to the shape, the structure or some
combination of the two of a product, with relatively low
inventiveness; and a design patent protects a product
more from the perspective of the shape, pattern, color or
a combination thereof. It is important to note that there
are three basic requirements for patents: 1) novelty, 2)
distinctiveness and 3) industrial applicability.

Please consult our Guide to Patent Protection for more
detailed information.

Patent applications in the field of cosmetics mainly involve
improvements of products and methods, specifically involving
the improvement of product structure (e.g. the improvement
of compound or polymer structure), the improvement of
product composition (e.g. the improvement of component of
cosmetics composition) and the improvement of production
process (e.g. the addition or reduction of processing steps,
improvement of processing conditions), etc. The subjects
mainly include: hyaluronic acid (Na), spray, lotion, sun cream,
shampoo, soap, collagen, locust bean gum, skin injury,
pharmaceutical compositions, basic polymer, body wash,
cleaning care, pet cosmetics and so on. Given their need for
aesthetic appeal, cosmetics products often involve unique
and elaborate packaging. Cosmetics companies can therefore
benefit from design patent protection for their cosmetics
bottles and packaging.

3.1 Strategies for applying patents for
cosmetics in China

Note that the following strategies are applicable for patents
of all types, including patents for inventions, utility models
and designs.

(1) Strategy of anticipated application. The system of “first to
file” is applied in China, which means that the one who applies
for the patent first will have the priority to obtain the patent
right. Therefore, after the development of a new cosmetics
or a new method of producing cosmetics, you should file a
patent application early so as to obtain the patent right as
soon as possible and do not disclose the patent information
either in China or anywhere else in the world before having
filed the application.

(2) Strategy of periphery patent. Periphery patents refer to
a series of improved patents, such as the improvement of
product composition or processing steps, surrounding the
basic patent so as to protect the core technology or to hinder
the competitors. When a patent application is filed for a new
cosmetics or a new producing method, patent applications
for improved cosmetics or improved methods developed
based on this cosmetics or producing method should be filed
as they arise. Patents for this kind of invention should be filed
so as to prolong the protection period of the basic patent by
forming a patent chain. This approach eliminates the risk that
another company will file the patent for the improvement
first. Periphery patents inevitably include all of the technical
features of the independent claims in the basic patent.
Consequently, they are more comprehensive than the basic
patent and the implementation of periphery patents depends
on that of the basic patent. Besides that, the technical features
of periphery patents are more comprehensive than those of
the basic patent, including “new technical contents” and new
technical features, which enables the periphery patents to be
more technically advanced than the basic patent.

(3) Strategy of defensive patent. A certain invention may
not be implemented by an enterprise at present; however,
a patent application for this invention may be filed by
other enterprises in the near future and form a limitation
of itself, so the invention patent application can be filed as
a technical reserve or a basis for renewing the invention
in the future. This strategy is applicable for all enterprises,
and is substantively defensive, aiming at preventing other
enterprises from applying for the patents earlier so as to
avoid negative effects caused thereby.

(4) Strategies related to invalidation requests. The Patent Law
of China includes a provision on invalidation requests. Any
patent right that has been declared invalid shall be deemed
to be non-existent from the beginning. This procedure can
affect your SME in the following ways:

You can file an invalidation request against a granted patent
on the grounds of ‘no novelty’. This is possible if you can
provide solid evidence of ‘prior arts’, identical to the concerned
patent, which existed before the patent’s application date. By
contrast, in the event that your own patent is threatened with
invalidation, you need to be able to prove that there is no
similarity between your patent and the alleged ‘prior arts’.

4. Protection through other rights

Besides trade mark and patent, copyright, trade secret and
trade dress are also noteworthy as these rights can be
protected before a trade mark or patent registration.

4.1 Copyright

The objects protected under the copyright laws in China
are original intellectual creations in the literary, artistic
and scientific domain, insofar as they are capable of being
reproduced in a certain tangible form. In the cosmetics
industry, copyright protection is mainly applicable to
original and aesthetic labels, decoration patterns, packages, manuals, advertisement, and website and so on of cosmetics. Nevertheless, in legal practice, there is still dispute as to whether an industrial product, e.g. the container of the cosmetics, can be protected under the copyright laws.

In the event that your cosmetics products (for instance the container) do not qualify for design patent protection, or protection as peculiar packaging of well-known products in China, the cosmetics enterprises may pursue protection under the copyright law. If your products have distinctive, original, visually appealing bottles or other containers with high levels of aesthetic than they can be recognized as works of art and thus protected under the copyright law.

While copyright arises automatically after the creation of original work, it is possible to voluntarily register it in China. It is recommended to voluntarily register copyright for your logo, especially when it is very artistic, because bad faith copyright registrations are an issue. This means that someone else obtains a copyright registration certificate for your logo and uses it to sell on e-commerce platforms. Bad faith copyright registrations can only be invalidated in court. Furthermore, you will need the copyright registration certificate to commence enforcement proceedings on e-commerce platforms.

### 4.2 Trade secrets

Protecting valuable and confidential information, such as product formulas, as trade secrets is a viable option for SMEs in the cosmetics sector. The advantages of trade secret protection mainly include: 1) the right is formed immediately after relevant information comes to existence, thus registration, publication, examination and so on are not required; 2) there is no time limitation for protection, and corresponding rights exist without publication.

For successful trade secret protection, the following requirements need to be fulfilled: 1) the information needs to be strictly protected so as to qualify as trade secret and avoid leaks; 2) the information must have commercial value; 3) reasonable measures are taken to protect the trade secret.

Recent changes in China's Anti-unfair Competition law make winning in infringement lawsuits easier than before. Before, the right holder faced a heavy burden of proof of trade secret infringement, but now the rights holder must provide simple evidence of measures taken to protect the trade secret as well as bring reasonable evidence indicating trade secret misappropriation. For example, if your former business partner is using your trade secret, the former partnership is enough to prove trade secret misappropriation. Furthermore, if you signed a non-disclosure agreement with your former business partner before revealing the trade secret, this will be enough to prove that appropriate measures were taken to protect your trade secret.

Since reverse engineering does not constitute trade secret infringement, corresponding rights of the trade secret cannot be protected when the product formula encounters reverse engineering.

Keeping in mind the difference between patents and trade secrets, you should carefully consider with your lawyer the appropriate protection according to the nature and complexity of relevant information. For instance, a core technology which is not easily accessible by the public and which, for the time being, is inconvenient to disclose, e.g. the best embodiments of a technology, may be best suited to trade secret protection. Nevertheless, when the time is right, it is still possible and worth considering applying for a patent, as nowadays keeping a trade secret is difficult. In China, patents afford more comprehensive protection than trade secrets.

For further information on trade secret protection, refer to the China IPR SME Helpdesk's Guide to Protecting your Trade Secrets in China.

### 4.3 Trade dress

Trade dress refers to the size, shape, color or combination of colors, structure, patterns, as well as manners in which a products is presented, marketed etc. Due to lack of "trade dress" provisions in China, the protection for these aspects of a product can be sought through the following three ways including, copyright, design patents, and “packaging or decoration peculiar to well-known commodities” under the Anti-unfair Competition Law.

Taking perfume and high-end cosmetics for instance, usually the cosmetics companies keen to use beautiful, specially designed containers for their products, and together with unique decoration (consisting of words, patterns, and colors,
and their permutations) or arrangement with the packaging, all in all for the aim to greatly increase the aesthetic feeling and appeal to their products. Sometimes, sole copyright or design patent cannot offer an overall protection to the whole product, therefore the protection of trade dress is needed and to some extent can be enforced through “the peculiar packaging and decoration of a known commodity” under the scope of anti-unfair competition. In practice, heavy burden of proving “known commodity” born by the rights owner makes it more difficult for SMEs to enforce such rights. An example of successful case on this ground is the case of the “FERRERO ROCHER” fighting against a Chinese competitor where its golden paper wrapped spherical chocolate with a golden-rimmed oval label on the top and a brown paper wrapper at the base were recognized as ‘the peculiar packaging and decoration of a known product’.

4.4 Other approaches

Besides traditional approaches of IP rights protection, security labels and security codes are also popular in current protection means of cosmetics products.

For instance, the Authentic Cosmetics Alliance of China, a well-known anti-counterfeiting platform in China specifically for cosmetics products, grants exclusive security codes to its cosmetics manufacture members, and then the consumers can check authenticity of cosmetics by means of website query. For specific operation means, please refer to http://www.zhenpin.org/.

5. Enforcement

Proceedings of IPR enforcement in China mainly include: Cease and Desist (C&D) letters, administrative actions, customs seizures, notice and take down procedures, and civil litigation. These are usually combined in use according to the needs of the IP owner as well as the evidence and status of the IP rights. Please refer to the China IPR SME Helpdesk guide on Enforcement of IPR in China for further information.

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<tr>
<th>IP Rights</th>
<th>Description</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
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<tbody>
<tr>
<td>Cease and Desist (C&amp;D) Letters</td>
<td>C&amp;D letters are sent by lawyers to the counterparty to notify them and to request that they cease infringement by showing relevant IP rights.</td>
<td>Limited evidence is sufficient. No need for notarization of evidence.</td>
<td>The infringer can easily disregard the letter.</td>
</tr>
</tbody>
</table>

| Administrative Actions | Administrative authorities are entitled to issue administrative punishment decisions. The authorities can be, for example, the Administration and Supervision for Market, CNIPA, Administration for Food and Drug, etc. | A decision can be issued in a shorter time frame than a court ruling. The administrative authority may seize the stock based on the application of the owner of right. Administrative actions are relatively cheap way to enforce your IP. The seized stock can be used as evidence in the potential infringement litigation if the IP owner initiates one. | Comprehensive evidence needs to be allocated. Possible regional protectionism. A punishment decision may not be powerful enough to forbid the infringing acts. And the damages cannot be claimed through administrative actions. |

Guide to IPR Protection in China for the Cosmetics Industry
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<tr>
<td>Customs seizures</td>
<td>If the infringing products are also shipped outside of China, Customs seizures are also a feasible way to protect relevant rights of cosmetics enterprises. After the IP rights are recorded with the General Administration for Customs (GACC), the local customs will check and seize suspected infringing products for the owner of IP rights.</td>
<td>Infringing products exported from and imported to China can be examined and detained.</td>
<td>The Customs may not be qualified enough to determine whether a product falls into the protection scope of an invention patent.</td>
</tr>
<tr>
<td>Notice and take-down procedures</td>
<td>Notice and take-down procedures involve actions with e-commerce sites, such as Alibaba and Taobao. Based on information provided by the trade mark owner, the sale of the infringing products can be discontinued or the seller prohibited from selling on the website. According to the e-commerce law, e-commerce platforms may be held liable if they don't take action against counterfeiters.</td>
<td>Cost- and time effective. Available in English and Chinese on the most popular e-commerce websites. With the increasing importance of e-commerce in selling cosmetic products, cosmetics brand owners can use this as efficient means for fighting counterfeits.</td>
<td>The e-commerce sites are getting more and more cautious to take down the suspected infringing listings. This procedure is usually effective if the mark used on the infringing product is very similar or identical to the registered trade mark. The e-commerce platform might decide against your request. Under this circumstance, the owner of rights can provide more supportive evidence or initiate relevant litigation to claim infringement against the infringer together with the owner of the platform. In case of copyright infringement, some big e-commerce platforms don't accept the copyright certificate as proof of IP rights. You should include more proof such as drawings or pictures. In some cases court decision is necessary.</td>
</tr>
</tbody>
</table>

Mainly trade marks, copyrights and design patents. This procedure may not be applicable to invention patents.
## IP Rights Description Advantage Disadvantage

### Civil Lawsuits

| Lawsuits are applicable to all IP rights, including trade secret. | If the C&D Letter or administrative action cannot stop the infringing acts effectively, it is advisable for the SMEs engaged in cosmetics to consider more powerful actions, like bringing a lawsuit based on the extent of the infringement. | Injunction and compensation can be claimed. | Time-consuming  
Costly  
Requires comprehensive, notarized evidence. |

### Criminal Sanctions

| Applicable to trade mark, copyright, trade secret, and passed off patent but not patent infringement.  
Criminal prosecution is usually used in cases of large-scale infringement. | The sanctions given for IP infringement are judged according to the type of IP; the illegal revenue generated by the infringement; and the severity of the case (e.g. massive, repeated infringement). Punishment includes fine and imprisonment. | The involvement of the Public Security Bureau (PSB) and the possibility of punishment usually act as an effective deterrent to IP infringers. You may take the advantage of the evidence collection done by the PSB later on in a civil lawsuit for higher compensation. | In practice, it’s not easy to initiate criminal sanction as you need to prove your direct economic loss or the illegal income of the infringer. However, if sufficient evidence can be collected amid the administrative action or customs seizure, the relevant authorities will transfer the case to the PSB. |

### 6. Take-away messages

- The cosmetics sector in China represents a lucrative market for foreign SMEs wishing to expand overseas. Although numerous measures have been taken by the Chinese authorities to tackle counterfeiting, fake cosmetics goods, such as creams, perfumes, make-up products often appear in the offline and online market – your IP strategy is thus paramount to the development of your company in China.

- A successful trade mark strategy involves a thorough trade mark search to ensure a smooth application process; registration of a Chinese language trade mark that corresponds to the foreign marks; as well as active maintenance of the trade mark.

- Before applying for a patent, a search for relevant prior arts and patents is essential. The search could uncover prior arts and patents constituting obstacles, so that countermeasures can be taken beforehand.

- For a product to be protected by patent, it is possible to make an invention patent application and a utility model patent application simultaneously. By doing so, you can obtain limited protection via the utility model patent considerably faster than for the invention patent. Once the invention patent is granted, you can abandon the UM patent.

- Depending on your product’s character, you can also seek protection in the form of design patent, copyrights and trade secrets.

- Don’t forget to voluntarily register your copyright in China, the registration certificate will be needed to commence enforcement proceedings on e-commerce platforms. Register also your distinctive logo as copyright to add an additional layer of protection.

- Make sure to have a detailed discussion with a qualified lawyer to decide the most appropriate approach that is well-suited to your company’s IP portfolio, financial resources and objectives. The combination of various enforcement procedures are usually the most effective.
7. Related links and additional resources

China IPR SME Helpdesk guides:


External links:

- CNIPA Trade Mark search: http://wcjs.sbj.cnipa.gov.cn/txnT01.do
- Authentic Cosmetics Alliance of China: http://www.zhenpin.org/
- General Administration of Customs People’s Republic of China: http://english.customs.gov.cn/
The China IPR SME Helpdesk provides free, confidential, business-focused advice relating to China IPR to European Small and Medium Enterprises (SMEs).

**HELPLINE** Submit further questions to the Helpdesk via phone, email (question@china-iprhelpdesk.eu) or in person and receive free and confidential first-line advice within three working days from a China IP expert.

**TRAINING** The Helpdesk arranges training on China IPR protection and enforcement across Europe and China, tailored to the needs of SMEs.

**MATERIALS** Helpdesk business-focused guides and training materials on China IPR issues are all downloadable from the online portal.

**ONLINE SERVICES** Our multi-lingual online portal (www.china-iprhelpdesk.eu) provides easy access to Helpdesk guides, case studies, E-learning modules, event information and webinars.

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