China is transforming towards a consumption-driven economy, during which the alignment of domestic FOOD SAFETY standards with international best practices is an essential step to be taken. Catching up with international standards requires practical substances, scientific methods, capacity building and traceability services, which all bear significant relevance to specific INTELLECTUAL PROPERTY RIGHT.

HOW TO ENGAGE WITH CHINESE BUSINESS PARTNERS?

- Which IPRs are used or can be used to defend your competitiveness?
- Which IP and to what extent are you willing to trade-off for operational efficiency?
- Which action points are to be used to defend your IP ownership?

SUCCESSFUL IP REGISTRATION IN CHINA

- Register & document your IP not only in the EU, but also in CHINA to have concrete proof on your legal ownership.
- Protect your intellectual property with the help of experienced professionals.
- Avoid the pitfalls of registering patents and trademarks in China.
- Consult a legal expert to ensure your IP is protected.

INVENTION PATENTS offer 20 years of protection to new technical solutions, scientific methods, invented machinery and chemical substances with a practical applicability.

UTILITY MODEL PATENTS offer 10 years of protection to your industrial designs of machinery, tools etc.

DESIGN PATENTS protect the exterior appearance of the product, provided that it has an industrial application.

COPYRIGHTS protect written works, product design databases, works of applied art, photos, software, labels, services, and product packaging for 50 years from their creation or 50 years after the death of the author.

TRADE MARKS protect logos, signs, names, brands or any other distinct company identities. The 3-D trade marks can also protect product packaging.

China follows a first-to-file system that grants IP protection to the first individual/company to register IP.

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- Webinars and events calendar.
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