Managing Intellectual Properties in the Healthcare Sector is of great importance for conducting research and for commercializing your innovative techniques, cutting-edge medical hardware and new pharmaceuticals. This infographic brings some IP tips for EU SMEs focusing on Healthcare, to be on top of their game.

**Global Innovation Activity Growth from 2014 to 2015**
- **Medical Devices Sector**: 27%
- **Pharmaceuticals Sector**: 4%

EU SMEs operating in healthcare sector & planning to enter China face the need to:
- **Understand**: a basic understanding of Chinese healthcare and intellectual property law
- **Maintain**: their IP rights are valid in China & that they are aware of relevant legal changes
- **Incorporate**: learn the legal registration process & duties of Chinese patent owners
- **Maximize**: knowledge of the Chinese IP enforcement system

**China IPR SME Helpdesk**

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**Trade Secrets**

- **Product still under development**
  - Make all confidential information confident.
  - Identify the confidential nature in a written agreement.
  - Limit access to the information. Report to your secrecy agreements.

- **Seeking to protect a product’s shape or design**
  - Conduct searches in international patent databases to make sure your products have already been protected.
  - Obtain a patent before launching a new product.

- **Publishing written materials**
  - Identify Copyrights on all of the publications.
  - Software manuals.
  - Medical hardware manuals.
  - Pharmaceutical information.
  - Clinical trial databases.

- **Searching for suppliers contributing to your product or concept**
  - Make sure that all components or supplies are protected.

- **Register your brand, trademark, patent and other IP rights as early as possible.**
  - Don’t forget to register a Chinese trademark of your mark, as well as the English translation.
  - Don’t forget to register your brand and trademark at the Chinese Patent Office.

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**Medical Innovations**

- **2D Printing** for custom-made pacemakers for hip replacements.
- **Advanced Robotics** for surgical and medical diagnostic purposes.

- **The Antibiotic Revolution** has been a subsequent development of the Medical Innovation Ecosystem.

- **MEDICAL INVENTIONS**
  - **IMPROVE SURVIVAL**
  - **DECREASE COSTS**

- **20%** of the world’s population relies on antibiotics.

- **3D PRINTING BY EUROPEAN COMMISSION**
  - **20 BILLION OF 2015**

- **15%** of the world’s population rely on new antibiotics.

- **Innovation** to find new antibiotics.

- **China** is one of the largest users of antibiotics.

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**TRADE SECRETS**

- **Trademark protection** is the foundation of IP protection. Make sure that all components or supplies are protected.

- **PATOENTS**
  - Patents give exclusive rights to the owner, allowing the improving existing technologies.

- **COPYIGHTS**
  - Secure ownership over embellished materials.

- **CROSS-LICENSING**
  - Facilitate collaboration between different global technology leaders.

- **TRADE MARKS**
  - Enable customers to recognize products and attribute high quality goods.

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