China IPR Strategy for the Mechanical Engineering Industry

1. Apply Early for Core IPRs
   Protecting your brand and products with trademarks, and your core technologies with patents is essential before operating in China. Remember; China operates a strict 'first to file' system so late registrations can be fatal to your brand.

2. Protect Trade Secrets
   Restrict access to confidential information, make sure your employees and partner contracts include appropriate provisions and get NDAs signed by anyone with access to sensitive material. Also implement physical and technical barriers to prevent unauthorised disclosure of sensitive information.

3. Be Proactive, Monitor the Market
   Monitor the market for potential infringements, and keep up to date on competitor patent portfolios. This will not only enable you to ensure that you avoid any infringing activity yourself, but will also give you an insight into the activities of your competitors and the direction in which their businesses are going.

4. Enforce your IPRs
   Seek local legal advice and pursue enforcement actions through the relevant channels to protect your market share, product and brand reputation and to deter future infringements. Don’t forget, Chinese customs can monitor both imports AND exports for infringing goods, so make sure to register with customs agencies to prevent exports of infringing products too.