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China IPR SME Helpdesk

IPR Protection from the perspective of a European SME

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Agenda

1.The risks of monetizing IP in China

2.Managing the risks

3.The future

The risks of monetizing IP in China

- ✓ Essential to plan, manage, protect and leverage your IP
- ✓ Failure to do so could mean you lose it
- ✓ Some examples

Managing the risks

- Investment in IP protection required, but what should you protect?
- Consider the core IP
- Consider the IP that is most effective to enforce

Managing the risks: registration of IP

- ✓ Patents
- ✓ Trade marks
- ✓ Copyright
- ✓ Designs
- ✓ Software

Managing the risks: protection through contract

- Technology development, transfer, consultancy and service agreements
- Trade mark, copyright and patent licences
- Manufacturing, distribution and sales contracts
- Employment contracts

Managing the risks: protection through physical measures

- Restrict access to your confidential information
- “Black box” your technology – supply key parts yourself, use trusted contractors only

The Future

- SME's cannot risk a “wait and see” approach
- Can have faith in the Chinese system if you plan properly

China and ASEAN IPR SME Helpdesks

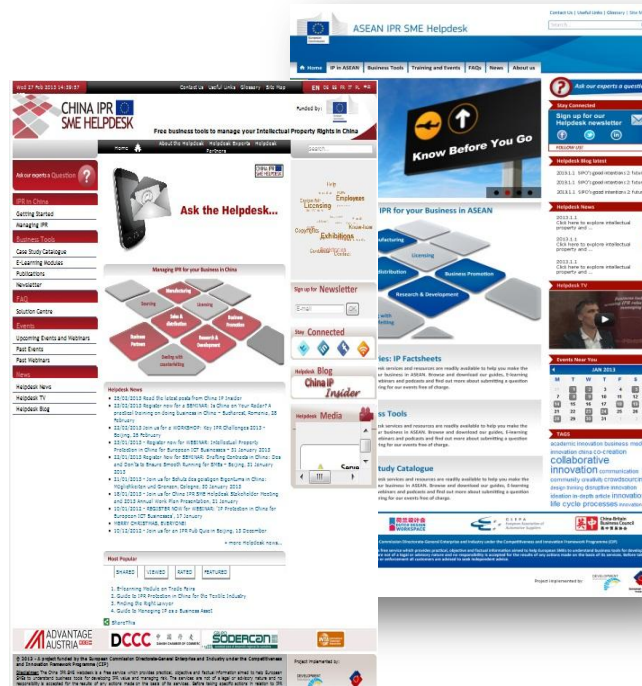
Enquiry Helplines



E-learning & Business Tools



Websites & Blog



Training Workshops & Live Webinars

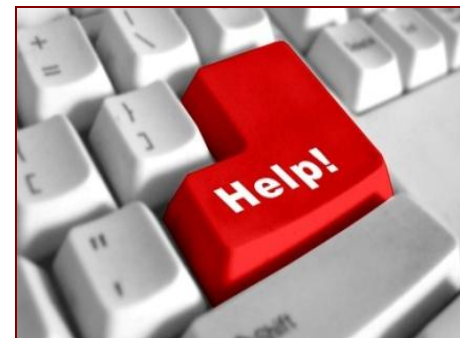


IP Guides & Newsletters



Enquiry Helpline

- IPR **one-to-one** consultations: E-mail, telephone, face-to-face
- **First-line advice** on China and ASEAN countries IPR matters
- **Confidential**
- Delivered by **China and ASEAN IPR specialists**
- Available for **EU SMEs and SME intermediaries**



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Information & Materials

- Library of publications:
 - **IP specific guides**, incl. patents & trade marks
 - **Industry specific guides**, incl. textiles, machinery, creative industries
 - **Business guides**, incl. technology transfer
 - **ASEAN IP Country Factsheets**
- Quarterly Helpdesk newsletters
- Article placement
- Topical blog posts



Training Workshops & Webinars

- Workshops across **Europe, China and ASEAN countries**
- Addressing **general IPR** and **industry specific IPR** matters
- Trainings delivered in **several languages**
- Free **one-to-one** consultations
- **Webinars**: Save time by joining these interactive training sessions from your own office or watch recordings online



Online Portals

www.China-iprhelphdesk.eu



The screenshot shows the homepage of the China IPR SME Helpdesk. It features a navigation menu on the left with categories like 'All our experts a question?', 'IPR in China', 'Getting Started', 'Managing IPR', 'Business Tools', 'Case Study Catalogue', 'E-Learning Modules', 'Publications', 'Newsletter', 'FAQ', 'Solution Centre', 'Events', 'Upcoming Events and Webinars', 'Past Events', 'Past Webinars', 'News', 'Helpdesk News', 'Helpdesk TV', and 'Helpdesk Blog'. The main content area includes a search bar, a 'Ask the Helpdesk...' section with a 'Help' icon, a 'Managing IPR for your Business in China' diagram, a 'Sign up for Newsletter' form, and a 'Stay Connected' section with social media icons. There is also a 'Helpdesk Blog' section with a 'China Insider' header and a 'Helpdesk Media' section with a 'Camera' icon. At the bottom, there are logos for 'ADVANTAGE AUSTRIA', 'DCCC', 'SODERCON', and 'FENPRO'.

- Practical IPR guides
- E-learning modules
- Case study catalogue
- FAQs
- Helpdesk newsletters
- Event information
- Latest blog posts
- Helpdesk videos

www.ASEAN-iprhelphdesk.eu



The screenshot shows the homepage of the ASEAN IPR SME Helpdesk. It features a navigation menu at the top with categories like 'Home', 'IP in ASEAN', 'Business Tools', 'Training and Events', 'FAQs', 'News', and 'About us'. The main content area includes a search bar, a 'Know Before You Go' banner with a 'K' icon, a 'Managing IPR for your Business in ASEAN' diagram, a 'Countries: IP Factsheets' section, a 'Business Tools' section, and a 'Case Study Catalogue' section. There is also a 'Helpdesk TV' section with a video player and an 'Events Near You' calendar. At the bottom, there are logos for 'FENPRO', 'WORKSPACE', 'DIPA', and 'China-IPR'.

Social Media: Stay Connected

Follow us on social media for **latest news and developments** on IP issues in China and South-East Asia, as well as project activities e.g. events, webinars, new guides.

ASEAN Helpdesk



Fan page: 'ASEAN IPR SME Helpdesk'



@iprASEAN



Profile: 'ASEAN IPR SME Helpdesk'

China Helpdesk

Fan page: 'China IPR SME Helpdesk'

@iprchina,

@iprchina



<http://www.china-ipinsider.eu/>

BLOG

www.yourIPinsider.eu



Thank you

Both the China IPR SME Helpdesk and ASEAN IPR SME Helpdesk provide free, confidential, business-focused advice relating to China IPR to European Small and Medium Enterprises (SMEs).

- ❖ *Helpdesk Enquiry Service* – question@china-iprhelpdesk.eu / question@asean-iprhelpdesk.eu
- ❖ *Training & Events*
- ❖ *Materials*
- ❖ *Online Services* - www.china-iprhelpdesk.eu / www.asean-iprhelpdesk.eu

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