



*If your business depends on the value of your design, product, technology or services,
you can't afford to miss this event.*

Protecting and enforcing your IP rights in China: Practical solutions from the experts

When: 09:00 – 17:30, 22 June **Where:** Conrad Hotel, Harcourt Room, Hong Kong **Cost:** FREE

Register: *Advance registration is essential as space is limited.*

Please email or call Shirley Lee on shirley.lee@eurocham.com.hk Tel: +852 2511 5133

For the full agenda, visit www.eurocham.com.hk or www.china-iprhelpdesk.eu

Focusing on practical business tips and advice for SMEs, this interactive event combines expertise and case studies from legal practitioners and customs officials from Hong Kong, Mainland China and Europe.

If you're concerned about any of the issues below, then register your place today!

- Is a lawyer the best way to protect my IP, or are there other options?
- How can I ensure my manufacturing partner is keeping my IP confidential?
- I'm looking for an export/retail partner. How can I build an IP strategy as my business grows?
- What can I do if a business relationship goes sour? Should I cut my losses, or take legal action?
- What are the differences in IP systems in Hong Kong and China?
- How can I best use the Customs authorities to protect my IP?

Attend the full-day event, or select the sessions that address your issues.

- **Professor Anselm Kamperman Sanders**, Chair of European and International Intellectual Property Law, University of Maastricht
- **Mr. Willi Vett**, Head of IP Desk (Shanghai Office) China, BEITEN BURKHARDT
- **Ms. Catherine Zheng**, Solicitor, Deacons, Hong Kong
- **Mr. Y.K. Tam**, Assistant Commissioner, (Intelligence & Investigation) Hong Kong Customs
- **Prof. Zhang Naigen**, School of Law, Fudan University, Shanghai
- **Prof. Peter K. Yu**, Director, Intellectual Property Law Center, Drake University Law School, Iowa
- **Judge Jiang Zhipei**, Former Chief Justice of the IPR Tribunal of the Supreme People's Court
- **Mr. Giovanni Casucci**, Casucci Studio Legale Law firm, Italy
- **Dr. Christopher Heath**, European Patent Office

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The China IPR SME Helpdesk provides free, practical, business-focused advice to European SMEs working in China.
Visit www.china-iprhelpdesk.eu to learn more about this event or for any China IPR queries.

The European Union Business Information Programme (EUBIP) is a three-year initiative that aims to enhance business between companies from the European Union, Hong Kong and Macao.