



FRESHFIELDS BRUCKHAUS DERINGER

## Developing an effective intellectual property strategy in China

A business user's guide

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## Foreword

China's economic boom over the last few decades has seen the expansion of many foreign businesses in the country as well as a great deal of investment by Chinese companies. Despite the recent global economic downturn, the flow of foreign and internal investment in China is still forecast to remain relatively strong. Intellectual property (IP) is often one of a company's most valuable assets and interest in learning how to protect businesses' intellectual property rights (IPR) in China continues to grow. This publication intends to serve as a one-stop practical reference guide to help businesses understand how best to protect their IP assets in China.

There are five chapters, focusing on copyright, trade mark, patent, IP protection under the Anti-Unfair Competition Law and IP enforcement. These chapters provide a comprehensive overview of the IP protection and enforcement framework in China. Reference is made to key Chinese IP laws and case studies as well as real time advice we have developed for our clients through years of in-country experience. We provide specific analysis of IP law in 'hot areas' such as software and the internet. Different avenues for enforcement and the range of remedies are canvassed, with discussion of the relevant factors to consider in developing an effective IP protection strategy in China.

This guide is written in a user-friendly and jargon-free question and answer format. Wherever possible we have used tables to make information more accessible and flow charts to provide a simple overview of key processes.

With its clear focus on addressing IP issues confronted by both multinationals and Chinese companies, this guide provides the pragmatic advice needed to assist with navigating this complex and dynamic area.

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