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China IPR SME Helpdesk

IPR Protection from the perspective of a European SME

Matthew Laight

2 September 2013
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

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E-learning & Business Tools

Training Workshops & Live Webinars

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  – **Business guides**, incl. technology transfer
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2 July 2013
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- Practical IPR guides
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- Case study catalogue
- FAQs
- Helpdesk newsletters
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Thank you

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