



13.12.2023  
WEBINAR

## HOW TO PROTECT INTELLECTUAL PROPERTY IN CHINA – TIPS FROM CHINESE AND POLISH PRACTITIONERS

### **Introduction 09.00-09.15**

Brief presentation of IP March and JWP speakers

### **Part I 09.15-10.15**

1. Protection of inventions in China - what should we remember?
  - a. Patents, Designs – PCT, national procedure (does and don't's)
  - b. Divisional patent applications, Application for Substantive examination - when to submit to optimise the proceedings?
  - c. Costs - how to minimize the costs of proceedings
  - d. Deadlines – can they be accelerated?
2. The role of professional representatives in patent proceedings
3. Protection of pharmaceutical inventions
  - a. SPC
  - b. local guidelines
  - c. limitations
4. Computer implemented inventions
  - a. local guidelines
  - b. limitations and pitfalls
5. Trends in the protection of inventions in China in recent years (statistics - fields of technology, countries of origin, companies)
6. Q&A

### **Break 10.15-10.30**

### **Part II 10.30-11.40**

1. Develop the best global IP protection strategy for your product (JWP)
2. Start with trademark registration
  - a. Costs and procedures
  - b. Bad faith registrations
  - c. Chinese language trade marks
3. How to fight counterfeits?
4. Register your copyright!
5. Ensure your rights are enforced! Focus on case law: how Chinese courts are enforcing.
6. Summary (Does and don't's), Q&A