



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