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SME HELPDESK

How to Protect Your Creative Work in China

The China IPR SME Helpdesk and European Chamber of Commerce in China are pleased to invite you to a training seminar for SMEs on 'How to Protect Your Creative Work in China' in Shanghai on 2 June 2011.

Many companies in creative industries face great challenges protecting their intellectual property in China and may even feel that falling victim to copycats is simply a 'way of life' in the Chinese market. There are, however, strategies you can undertake to protect your intellectual property.

The seminar will provide you with practical advice from experts on protecting your creative works. The event has been tailored to those in the creative industry sector, such as architects, advertisers, designers, construction firms and engineers, and will take a broad look at strategies any company can implement to protect their work. Topics covered will include advice on effectively using copyright, non-disclosure agreements and protecting trade secrets. The seminar will provide a checklist of items you need to consider to protect your intellectual property.

IPR Clinics

If you would like to receive confidential one-on-one advice about your China IPR, sign up for a free, 20-minute consultation with our qualified IP lawyer. To ensure you have a chance to meet with the expert, please book your session in advance by indicating your interest when you register. The IPR Clinic is open to European SMEs on a first-come, first-served basis. Any information you provide to the China IPR SME Helpdesk will be treated as confidential.

Workshop details

- Date and time: 2 June 2011, 4pm-7.30pm
- Venue: Hotel Indigo, 585 Zhongshan Dong Er Lu, Huangpu District, Shanghai
Tel: +86 21 3302 9999
- Admission: This training is available to European SMEs and SME intermediaries **only**. The event is free to qualifying companies.
- Registration: Please E-mail rsvp-china@china-iprhelpdesk.eu before **31 May 2011** and mention Creative Industries event, your name, company name and position. Please indicate if you would like to reserve an IPR Clinic session

About the China IPR Helpdesk

The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and includes training events in China and Europe; online tools and materials at www.china-iprhelpdesk.eu and tailored advice from our expert by phone, Email or through the website.

Co-organised by:



European Chamber
中国欧盟商会

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Draft Agenda

4.00pm – 4.30pm	Registration
4.30pm – 4.40pm	Welcome and introduction to Helpdesk services,
4.40pm – 5.40pm	How to Protect Your Creative Work in China, <i>Georgia Chiu, Senior Associate and Alex Xia, Associate, Hogan Lovells, Shanghai</i>
5.40pm – 6.00pm	SME Case study, <i>TBC</i>
6.00pm – 6.30pm	Q&A
6.30pm – 7.30pm	IPR clinic sessions
6.30pm – 7.30pm	Drinks and networking

Georgia Chiu Biography



Georgia Chiu is a Hong Kong qualified lawyer specialised in intellectual property law. Georgia has been with Lovells Shanghai office for 5 years, prior to that she worked in the IP department of another international law firm in Hong Kong and Beijing. Georgia has wide experience handling contentious intellectual property matters including patent and trade mark litigation and anti-unfair competition actions in China. Georgia's experience also includes non-contentious intellectual property matters such as providing freedom to operate opinions in a wide number of fields and counselling on intellectual property portfolio management. Georgia has substantial experience in advising clients on technology transfer matters.

Georgia is currently acting for multi-national companies in respect of intellectual property matters in China, including contentious matters involving patents, designs and anti-unfair competition lawsuit for power and automation technologies, electrical appliances, toys, pharmaceuticals, medical devices and household products.

Alex Xia Biography

Alex is an U.S. trained intellectual property attorney based in Hogan Lovells' Shanghai office. Prior to joining Hogan Lovells, he was with a major U.S. law firm in Washington, D.C., where he participated in high-profile patent litigations in both U.S. district courts and in the International Trade Commission. His practice also included patent prosecution, freedom-to-operate analysis, opinions, intellectual property transactions and counselling. He represented clients in various industries including the computer hardware and software, electronics, mechanical, medical devices, battery, semi-conductor, and telecommunications industries.



Alex has a M.S. in Computer Science from Stanford University and worked as a software engineer for 5 years, including more than 3 years developing embedded system software for telecommunication equipment. He is admitted as an attorney in the State of Maryland and District of Columbia. He has passed the United States patent bar examination. Alex is fluent in English and Mandarin.