

We support companies in the protection and enforcement of their intellectual property rights, including trademarks, copyrights, patents, domain names, and trade secrets. Main areas of practice include protection strategy, IP registration, licensing, investigations into infringements, and administrative, civil, criminal enforcement actions.

- **Company IP Strategy:** We identify the relevant IP for your business in China and develop a comprehensive strategy to protect your core IPR.
- **Registering Trademarks:** Due to the first-to-file rule in China, registration of trademarks should be dealt with as soon as possible. The process of registration includes identifying the relevant items and subclasses and creating a smart Chinese translation. A supplementary registration with customs is advisable in order to impede the export of infringing products.
- **Filing Patents:** We prepare solutions to file your patents as quickly as possible. Where needed, we provide for dual application for utility patents to fasten the achievement of a minimum level of protection.
- **Trademark claims:** If you find that another party has registered your trademark in advance, you should consult your legal expert on how to proceed with the matter and to discuss whether a trademark transfer or deletion is possible.
- **Enforcement Strategy:** Sometimes even the widest scope of legal protection cannot deter infringers. We get the support of government authorities and customs, organize raids and prepare evidence for negotiation and litigation, in case it will not be impossible to reach a satisfying agreement with the infringing party. We usually work with a 3-pillar strategy:
  - **Lawyer letter:** We threaten the infringing party by a letter with reporting to the police and filing a law suit.
  - **Administrative (local) action:** It is possible to use local authority bodies to put pressure on infringing parties in their jurisdiction.
  - **Litigation:** In the event that prior steps of our IP enforcement strategy have not led to a satisfactory result, litigation is a good last resort to take on big infringers.