**Workshop 2** : **Guidance on obtaining, managing and enforcing IP rights, so you can be as successful as many other foreigner companies already active in China**

*When: Friday May 5th 2017*

*Time: 11:00-11:45 AM*

*Where: Innovation Pavilion*

*****Afraid of copycats or partners or competitors running away with your intellectual property in China? Learn how to effectively and economically obtain and protect your IP rights during this workshop, so that afterwards you only need to worry about the commercial aspects of your business deals!*

Name any product, and chances are high it is being produced and offered for sale in China. Not surprisingly, China is also a big source for copycat products of all kinds: copyright seems to be interpreted as the right to copy designs and brand names. Though this slogan may be true for some of the world’s biggest brands and successful products, one may recognize that this only applies to a small portion of all brand names used and products sold, so chances are big your brand of product type is and never will be copied or otherwise infringed upon (it may not be popular or worthwhile enough to copy!). But not all companies entering China are worried about their brand names or products. Some companies f.i. providing services, producing high-tech machinery, or operating a certain business model or software, may worry their information or technology could be stolen. As you can see, there are several types of intellectual property, the most important ones in China being: trademarks, patents, domain names, copyright, and trade secrets. The basic lesson is hereby already given: the first three rights can only be obtained by registration. Without registration in China, you do not have these right, so your ‘rights’ cannot be copied or stolen! During this workshop, Maarten Roos will touch upon all of them, and provide guidance on how to obtain, manage, and enforce these IP rights, so you can be as successful as many other foreigner companies already active in China.

**Speaker Maarten Roos - Managing Director of R&P China Lawyers**

Maarten Roos has worked in the Chinese legal industry since 2002, and founded R&P China Lawyers in 2010 as one of the first foreign-managed Chinese law firms in Shanghai. Exclusively supporting international businesses operating in China, the foreign management and Chinese lawyers cover a broad range of practice areas including investment, commercial, intellectual property, compliance, employment, tax and dispute resolution. In September 2010, Kluwer Law International published Maarten’ first book, Chinese Commercial Law: A Practical Guide. This important publication offers practical insights to Chinese law and practice for international companies that trade with or invest in China. Since 2008 Maarten has been recognized annually in AsiaLaw’s Leading Lawyers survey for his expertise in corporate matters and dispute resolution, and in September 2011 legal magazine China Law & Practice nominated his team Employment Team of the Year for its work on employment documents, structuring corporate governance systems, and dealing with management disputes.