



# CHINA BRIEFING

The Practical Application of China Business

# Intellectual Property Rights in China

(Second Edition)

Importance of IPR in China  
Historical Development  
Recent Trends in China's IPR Policy  
IPR Laws in China  
Basic Requirements for IPR Registration  
Patent Registration  
Trademark Registration  
Copyright Registration  
Licensing  
Preparing for Trade Fairs  
IPR Protection  
IPR Enforcement in China  
Civil and Criminal IPR Laws



Produced in association with Austria Wirtschaftsservice

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# ABOUT CHINA BRIEFING'S CHINA BUSINESS GUIDES

Thank you for buying this book. China Briefing's publications are designed to fill a niche in the provision of information about business laws and taxes in China. Produced by the foreign direct investment practice Dezan Shira & Associates, when we decided, several years ago to commence this series, we did so in the knowledge that much of such intelligence regarding China was expensive, or contradictory. Much also did not adequately address the real on the ground issues faced by multinational businessmen – the practical knowledge that must be part of the armory of any business dealings in emerging markets. China Briefing is designed to deal with this gap and is aimed at providing both the regulatory background as well as detailed information concerning China business with a firm eye on the practicalities of turning a profit and remaining in compliance on the mainland.

Accordingly, we made this guide informative, easy to read and inexpensive. To do so, we have engaged not just a team of journalists, but in many cases, Dezan Shira & Associates' own team of legal and tax experts in their related fields. For this book however, the text has been graciously provided by Austria Wirtschaftsservice (aws), an agency of the Austrian government that specializes in evaluating and providing for technological inventions. In China, they support their clients with patent work, IP support and protection services. We thank them for their assistance with this work.

This first edition of this book was compiled and written by Verena Nowotny and edited by Andy Scott. The second edition of this guide was updated by Monika Vuong, Alex Blauensteiner and Georg Buchtela, and edited by Eunice Ku, Teja Yenamandra and Shelly Zhao; the cover design was by Chris Wei; and the layout was by Chris Wei and Becky Jian.

At China Briefing, our motto is "The practical application of China business," we hope that you feel we have accomplished this within these pages.

Sincerely,

*Asia Briefing*

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## Intellectual Property Rights in China

(Second Edition)

This guide takes a look at all aspects of intellectual property rights in China. Written specifically for businesses who want to develop an IPR strategy for China, it details the IPR laws of China, the registration procedures for securing IPR in China, and how to protect that intellectual property once it has been registered.

China Briefing's guides are leaders in their field, providing practical and pragmatic legal and tax information to foreign investors in the PRC. They will interest all business people, lawyers, accountants and academics working in the field.

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