IPI Academy

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Presented by
Falconbury

Best Practices for Doing Business with IP in China

13-14 May 27
+ 8-9 November 27

Navigate China's IP system with confidence. Master patent and trade mark applications, enforcement strategies, and cultural best practices in this expert-led training course.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

This training course equips participants with a comprehensive understanding of best practices for managing intellectual property (IP) in China, including trade mark and patent applications, as well as enforcement procedures.

Participants will gain a comprehensive overview of the Chinese IP system, including patents and trade marks, while exploring the broader landscape for doing business in China.

The expert trainers will provide the knowledge and practical skills needed to build an effective IP strategy tailored to the Chinese IP landscape and navigate the complexities of the patent and trademark application processes.

Key topics include:

- Recent developments in Chinese patent legislation
- Patent prosecution strategies
- The enforcement of trademark and patent rights
- Practical remedies for patent infringements

There will be time during the course to ask your specific questions to the expert panel.

Benefits of attending

By attending this indepth training course you will:

- **Gain** and overview of the Chinese IP system (patents, utility models, trademarks)
- **Explore** the landscape for doing business in China
- **Learn** how to build an effective IP strategy for China
- **Get to grips** with the patent / trademark application process in China
- **Examine** developments of patent legislations in China
- **Master** patent prosecution strategies in China
- **Consider** the enforcement of trademark / patent rights in China
- **Discuss** remedies for patent infringements in China

Who should attend?

This training course has been specifically designed for:

- Patent practitioners / managers
- IP administrators
- Business development managers
- Technology transfer agents
- Patent information specialists and analysts
- Private practice patent/trade mark attorneys
- IP lawyers and legal advisers
- Senior leaders looking to set up facilities or sell products into China

Programme

Day 1

Doing business in China

- Contracts
- Negotiations
- Cultural differences
- Building an effective IP strategy in China
- Best practice

The IP system in China

- Including China in your IP portfolio
- Patent application process
- Utility Model application process
- Trade mark application process
- Best practice

Day 2

Protecting your IP in China

- Introduction to China's IP protection landscape
- Government authorities with IP-related responsibilities
- Particular Chinese IP systems – patent, trade mark, copyright and more

Protecting your IP in China continued

- Enforcement of IP rights in China
- Best practices for protecting IP in China

Summary and final questions

Presenters



Ting Zhang

Ting Zhang is an expert in China's business and investment landscape with over 25 years of experience. Her expertise has been sought after by UK and European governments, businesses and think tanks. As the Founder & CEO of Crayfish.io, she is passionate about providing top-notch, reliable business advisory services, along with a comprehensive suite of business solutions, aimed at facilitating success not only in China but also on a global scale.

Ting's clientele encompasses FTSE100 corporations, as well as tech scaleups, UK universities, and UK/European government agencies. Additionally, she has served as a China Venture Partner for a leading European VC.

Crayfish.io was first launched in 2017, as the go-to digital platform providing quality cross-border business services at transparent and affordable prices and serving SMEs all across UK and Europe. Since then Crayfish has evolved its business offerings portfolio to now include strategic consultancy and intellectual property commercialisation.

As a thought leader, Ting regularly writes on cross-cultural communications and other important aspects of doing business between the West and China, and has been interviewed by main media in both UK and China. She holds an MBA from Cambridge Judge Business School.



Jane List

Jane List founded Extract Information Limited, Cambridgeshire, UK, in 2013. Extract Information provides legal and industry focussed patent searching and reporting, IP management support for small companies, and product development consultancy for the information industry. Jane previously worked in IP and information analyst roles at The Technology Partnership (TTP) plc, Xaar plc and the European Molecular Biology Laboratory. She also worked in the information industry where she held commercial, content, and product development roles at Lighthouse IP, ProQuest, and DataStar. Throughout her career she has provided training in the management, retrieval and analysis of scientific, technical, medical, commercial and patent information, most recently through CIIPM where she developed the course in IP and Commercialisation.

Jane has qualifications in Chemistry, Information Science, and IP Law, and was for ten years, until December 2023, Editor in Chief of World Patent Information (WPI) Journal. She remains on the Advisory Board of WPI, and she is also on the Board of CEPIUG.



Xu (Ron) Jiansheng

Xu Jiansheng (Ron) is a co-founder and senior partner of Sphere Logic Partners (SLP), heading the firm's international and intellectual property practices. He also regularly provides strategic and counseling supports for some of China's IP powerhouses, such as Sinofaith, PurpleVine and Wanhuida. Ron serves the diverse needs of multinational corporations, foreign-invested enterprises and Chinese domestic companies, providing them with inland and cross-border legal advices and business solutions, particularly with respect to intellectual property.

The SLP IP group under Ron's leadership has since 1999 advised a legion of prominent IP owners from home and abroad representing various industries. He is passionate in nurturing tech startups and helping them build, protect, commercialise and scale their breakthrough innovations and valuable IP in the global market.

Ron is a current Deputy Director of All China Lawyers Association Intellectual Property Committee. He served for four years during 2013 and 2017 on the Executive Committee of the Lawyers Associated Worldwide. He is an adjunct faculty at Xiamen University School of Law. Ron co-authored *International Business Law*, the first-of-its-kind English language legal textbook in China, penning the Intellectual Property chapter. Ron is a fellow of the National Committee on US-China Relations Young Leaders Forum.

Course dates

13-14 May 27	**Live online** 09:00-12:45 **UK (London)** (UTC+01) *Course code 17179*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 18 Mar**
8-9 November 27	**Live online** 09:00-12:45 **UK (London)** (UTC+00) *Course code 17468*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 13 Sep**

How to book

Online:
ipi.academy/2483

Alternatively contact us to book, or if you have any queries:

Email:
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Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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