HASELTINE LAKE
EUROPEAN PATENT & TRADE MARK ATTORNEYS

Bending the chimney & moving the firewood!

Intellectual Property protection to safeguard your business success in China

When?
Thursday 12 June 2008
2:30pm - 5:00pm
(followed by a networking opportunity)

Where?
Veale Wasbrough Lawyers
The Great Room
First Floor
Central Court
25 Southampton Buildings
Chancery Lane
London WC2A 1AL

曲突徒薪

The Li's lived in a house with a chimney that was straight up and down and kept a pile of firewood next to their stove. A passer-by notices this, and immediately suggests to the family that if they curve their chimney and move their woodpile, it would prevent the wood from catching fire easily. Mr Li did not take any notice of the advice of the passer-by.

Later on, the Li's woodpile caught fire. Fortunately, their neighbours were able to help them put the fire out. To say thank you, they invited all of their neighbours over for a party. A guest asked Mr Li why he hadn't invited the man who suggested curving the chimney and moving the firewood, reminding him that if he had taken the man's advice in the first place, there would've been no fire. Mr Li agreed and invited the man to join the feast.

Today, taking measures to prevent disaster can be referred to as "bending the chimney and moving the firewood."

Your invitation to:

IP CHINA AWARENESS 2008

Protecting and Enforcing your Intellectual Property Rights in China

www.haseltinelake.com

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China-Britain Business Council
英中貿易協会

VealeWasbrough Lawyers

Haseltine Lake invites you to a practical seminar which will tackle the fears of Western Businesses about counterfeiting and technology copying, and provide a very positive message about the safeguards that can be put in place to create effective protection of your Intellectual Property in China.

Speakers:

Giles Blackburne – Director, China-Britain Business Council (CBBC)

Giles is a director at the China-Britain Business Council responsible for the development of new products and services. He has over 20 years of China experience. The China-Britain Business Council is the UK's leading provider of practical services to British companies doing business in China and offers a comprehensive range of advice, consultancy and support to new entrants and established operations via its network of six UK offices and presence in 11 Chinese cities.

Steve Mohun – Partner, Haseltine Lake European Patent and Trade Mark Attorneys
Head of Leeds Electronics Unit

Steve is an experienced Patent Attorney who leads the Haseltine Lake China team. A regular visitor to China, Steve has a wealth of experience in advising European companies on Intellectual Property matters in China, as well as working on behalf of a number of Chinese clients from a range of industry sectors.

Case Study

Our Guest Speaker will provide a case study of their first-hand experience of expanding into the Chinese market, highlighting the approach they have taken to protect their IP protection in China and the lessons they have learned.

Doug Locke - Partner, Veale Wasbrough Lawyers

Doug Locke trained and worked as a solicitor in the City before becoming a partner at Veale Wasbrough. He specialises in Intellectual Property law, and leads Veale Wasbrough's cross-border team. For three months every autumn his team hosts a Chinese lawyer under a scheme sponsored by the Lord Chancellor.

Who Should Attend?

Haseltine Lake has designed this seminar for companies currently engaged in or planning to develop their business in China, who may have concerns about protecting their Intellectual Property, know-how and business secrets.

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Programme:

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Chairman's Introduction

IP Protection

- Introduction to basic IP rights in China; Patents, Utility Models, Design Registrations and Trade Marks
- Steps to obtaining IP rights: Comparing the Chinese and European systems
- What are the likely costs and outcomes of obtaining IP protection in China?

Case Study

- How a UK business protects its IP in China

IP Protection

- Additional tools for protecting IP: Contracts of employment, licensing and confidentiality agreements
- How well do registered and contractual rights really work in China?
- What are the likely costs and outcomes of enforcing your Intellectual Property Rights in China?

Discussion panel

- A chance for delegates to share views and experiences and to put questions to the expert panel

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Time to relax…

After the seminar, continue the discussion in a more relaxed atmosphere and join Haseltine Lake as our guest for drinks and refreshments.

To register

Please complete the registration form overleaf.

Interested but unavailable?

If you are unable to make it on this occasion, but would like to be kept informed of future events run by Haseltine Lake, please provide your contact details overleaf.

Cost

This event is sponsored by Haseltine Lake as part of its IP China Awareness 2008 programme. Places are free of charge to representatives of UK-based businesses.

BENDING THE CHIMNEY & MOVING THE FIREWOOD!
IP PROTECTION TO SAFEGUARD YOUR BUSINESS SUCCESS IN CHINA

To register complete the booking form in BLOCK CAPITALS and POST/FAX/EMAIL:

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ip2008@haseltinelake.com
www.haseltinelake.com

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Registration Details:

☐ Yes I would like to attend

☐ Unfortunately, I am not able to attend, but please keep me informed on any future events. Please list any locations at which you would like to see similar events held

Your Name:

Job Title:

E Mail:

Tel:

Fax:

Website:

Company Name:

Company Address:

Postcode:

Any special dietary requirements?

Description of business:

Please note that confirmation will be sent to you once the registration has been successfully processed. This booking form does not constitute confirmation of the event.

SEND