



# Intellectual Property Rights Protection in China

## LOCATION

Exchange West Building  
1414 Raleigh Road  
Board Room 210  
Chapel Hill, North Carolina 27517

**REGISTER NOW**

## SCHEDULE OF SPEAKERS

2:00 PM - 2:20 PM

STEVEN J. HULTQUIST  
INTRODUCTION

2:20 PM - 2:50 PM

BRANDY E. BAKER  
CHINESE BUSINESS AND  
THE IP LANDSCAPE

2:50 PM - 3:10 PM

BREAK

3:10 PM - 3:40 PM

GARY WU  
ENFORCEMENT OF  
PATENT RIGHTS IN CHINA

3:40 PM - 4:10 PM

CELIA LI  
TRADEMARK PROTECTION AND  
ENFORCEMENT IN CHINA

4:10 PM - 5:00 PM

ENTIRE PANEL  
Q & A

**PROGRAM DATE: OCTOBER 11, 2017**

**2:00 PM - 5:00 PM**

This program is being presented without charge to attendees, but attendance is limited to the first 50 registrants, so please [Register Today](#) to secure your place at this timely and informative program.

## Have you taken the appropriate steps to protect your intellectual property rights in China?

Are you currently or planning in the near future to manufacture goods and/or sell goods/services in China? It is never too early to ensure proper protection of your intellectual property in China. Learn first-hand from other U.S. businesses' experiences in entering and operating within the Chinese market, and get advice from Beijing-based IP attorneys. This seminar series will be jointly hosted by skilled practitioners from the U.S. and China to discuss real-world scenarios and strategies to ensure that your business and your intellectual property are properly protected.

[Register today](#) for this October 11 event.

The topics of discussion will be:

### Steven J. Hultquist Overview of U.S. IP Litigation and Enforcement

An introductory summary of U.S. IP litigation is presented, as a comparative basis for consideration of Chinese IP protection and enforcement issues.

### Brandy E. Baker Chinese Business and the IP Landscape

An overview of the business and IP landscape in China, including changes in national strategies and commitment to IP protection, and the expanding options for foreign entities to properly enforce their rights in China.

### Gary Wu Enforcement of Patent Rights in China

If your goods are manufactured or sold in China, you will undoubtedly encounter a patent enforcement issue, whether it is defending your rights as a defendant in a bad faith infringement case and concurrently initiating an invalidation proceeding against a Chinese patentee, or filing suit as a plaintiff against defendants for willful infringement. Learn about key litigation strategies to enforce your patent rights no matter what side of the "v" you fall on.



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**Celia Li**

### **How to Protect and Enforce Trademarks in Light of Recent Judicial Developments Including its Synergy with Unfair Competition Litigation**

In China, the protection and enforcement of trademarks is a rapidly evolving sector of litigation, and compensatory damage awards are increasing in connection with concurrent unfair competition litigation. The ocean of opportunities in China is fraught with pirates both big and small, whether it is from enemy pirates or a mutiny onboard your own vessel, learn how to reinforce your hull, navigate litigation and find safe harbors and treasure troves, learn how foreign brands in China are being awarded judgments that are tantamount to those in western countries. Learn about specific enforcement strategies geared to foreigners doing business in the Chinese market.



Steven J. Hultquist  
Patent & Trademark  
Attorney



Celia Li, Partner  
Trademark Attorney



Gary Wu, Partner  
Patent Attorney



Brandy E. Baker  
Of Foreign Counsel