

Experienced

Reliable

&

Responsive

IP Filing and Prosecution

Knowing your rights and having the right protection are the critical first steps towards preventing the misuse of your IP. Our award-winning China team offers a reliable and reputed full IP service which will protect your commercial interests.

Expert and practical solutions

Protecting your IP assets in China

Registering and protecting your business's IP in China is essential to minimising risk and maximising opportunities for growth. Our experience and commercial expertise in IP portfolio management will help you make the most of your IP.

Like all foreign firms in China, we are a Representative Office and, therefore, we work with local counsel and agents to achieve our clients' objectives.

Our specialist services include:

IP portfolio strategies

- Registrability strategies
- IP due diligence
- IP evaluation
- IP licensing, assignment and other commercial transaction services
- Ownership, infringement and validity opinions
- Patent portfolio planning, management and enforcement
- Trade mark strategy planning, management and enforcement
- Copyright protection, management and enforcement

Search services

- Clearance searches
- Competitor investigation searches
- Internet monitoring

- Invalidation searches
- Legal status searches
- Litigation searches
- Patent family searches
- Preliminary searches
- Prior Art searches
- Trade mark background investigation

Filing and prosecution

- Filing patent applications
- Filing PCT international patent applications
- Filing requests for patent re-examination
- Patent invalidation and appeal proceedings
- Trade mark registration, review and appeals
- Trade mark opposition and cancellations
- Recordal of copyright works
- Recordal of IP rights with Customs
- Dealing with office actions
- Conducting annuity payments
- IP monitoring services

Why choose us?

We fully understand the investment that goes into developing the brands, technology and creative works that make a business tick, so we also appreciate how important it is to keep this IP protected and exploited to its full potential.

With a dedicated IP filing team in China, you will access practical strategies to achieve the best possible IP portfolio management. In China, we have managed IP filing and related strategies for Aston Martin, Grouphomesafe, Dyson, Mothercare, Abbot Laboratories and Morgan Stanley.

Accolades for the global IP team

- IP Deal of the Year 2012, China Business Law Journal
- TMT Technology Media and Telecoms Team of the Year, British Legal Awards 2013
- TMT Technology Media and Telecoms Team of the Year, Legal Business Awards 2014
- Patent Contentious Firm of the Year 2014, Managing Intellectual Property Awards 2014
- The World's Leading Patent Practitioners 2014, Institute of Asset Management (IAM)

Rapid social, economic and technical development in China has made the country one of the world's most desirable markets. The result is that it is critically important to ensure that your IP is properly registered and protected. However, this is not without its risks and we are on hand to provide practical and commercial management advice to help with the unfamiliarity of the Chinese procedures. In 2014, China's State Intellectual Property Office (SIPO) dealt with a staggering 95,522 first-instance IP civil cases, while the State Administration for Industry and Commerce (SAIC) dealt with 67,500 infringement and counterfeiting cases worth 998m yuan (\$160m).

With many years of experience working with the China Trade Mark Office, SIPO and their examiners, our internationally acclaimed IP team can guide you to the most efficient and cost effective ways to protect and capitalise on your company's IP, supporting you throughout the entire lifecycle of your IP portfolio from search reports, freedom to operate opinions, to IP filing and prosecution. We also offer highly competitive fixed fees for the majority of our IP filing and prosecution services in China.

Starting with strategic advice that has your best commercial interests at its core, we offer a streamlined filing process and will evaluate, draft, apply for and, if necessary, appeal to secure patent or trade mark protection for your IP – whether that relates to your corporate identity, a product name, unique design or technology.

Our comprehensive IP filing and prosecution service which includes opposition filing and handling patent and trade mark revocation/invalidity actions, means that we truly provide a holistic approach to filing, managing and protecting your IP against infringement, copying or theft as your primary point of consultation or a trusted extension of your in-house team.

We have won the trust of numerous international businesses. We have filed and managed the ever-expanding patent and design portfolios of global companies such as Aston Martin, Grouphomesafe, Mothercare, and Abbot Laboratories.

We have also won numerous trade mark opposition proceedings for Morgan Stanley against pre-emptive registrations, protecting its well-known brand in China. Having represented British technology company Dyson since 2000, we have been responsible for protecting the IP of its bladeless fan. We have filed 250 patent invalidation cases at the Patent Re-examination Board of SIPO, successfully invalidating over 90% of the copycat patents.



Jamie Rowlands

Partner

T: +86 20 3810 3783

jamie.rowlands@wragge-law.com



Dr Jian Xu

Director

T: +86 188 1036 1688

jian.xu@wragge-law.com



Daniela Shaw

Senior Associate

T: +86 20 3810 3780

daniela.shaw@wragge-law.com

+44 (0)870 903 1000 | www.wragge-law.com