

IPR MANAGEMENT In China



CHINA IPR 
SME HELPDESK

 **DCBF**
DANISH-CHINESE BUSINESS FORUM


PATENT- OG VAREMÆRKESTYRELSEN

Patent and Trademark issues continues to be a hot topic when dealing with China, and failure to exhibit due diligence can turn out to be a costly affair, both in terms of reputation and bottom-line results.

[The Danish Patent and Trademark Authorities](#), in collaboration with [Danish-Chinese Business Forum](#) and the EU [China IPR SME Helpdesk](#) is hosting this seminar, where we will focus on how to protect Your ideas in the Chinese market through patents, trademarks and design rights. Through case-presentations, a Danish company will share their experience with protecting their ideas in China - and finally You will have the opportunity to book a short One2One meeting with an expert from the China IPE SME Helpdesk, to go into more detail regarding issues specific to Your situation.

The seminar is tailor made for Small and Medium-sized Enterprises. The purpose of the seminar is to focus on the IP challenges that SMEs may encounter when doing business in China in order for them to navigate better in the Chinese IP systems in the future.

See the program for the day and read more about the Speakers below .

Practical Information:

Copenhagen

Date: Tuesday 26 June 2018
Time: 9:00 - 12:30
(Registration starts 8:30)
Venue: Attention Design,
Lergravsvej 57, 1.
2300 København S

Attention

SIGN UP Copenhagen

Vejle

Date: Wednesday 27 June 2018
Time: 9:00 - 12:30
(Registration starts 8:30)
Venue: SinoScan,
Bugattivej 5M, 7100 Vejle

华欧
SinoScan

SIGN UP Vejle

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丹中商会

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DANISH PATENT AND TRADEMARK OFFICE

Featuring

[Click Photos for more info](#)



Simon Cheetham
Team Leader
China IPR SME Helpdesk

Simon Cheetham is the Team Leader of the China IPR SME Helpdesk. He is a China IPR Enforcement expert with over 30 years' experience in commercial investigations, due diligence and IPR enforcement in China and internationally. He has lived and worked in China and South-East Asia for over 17 years. He is also the Managing Director of ERINYES INTERNATIONAL LTD, a firm he founded to capitalise on his extensive experience of international investigations, loss prevention and enforcement work. He manages and directs the operations of the Company from Europe to the Far East.

Simon began his career with the Hong Kong Police, where he was responsible for the detection and prosecution of a wide variety of crimes, including fraud and homicide. While in South-East Asia Simon was Chairman of the American Chamber of Commerce Intellectual Property Committee and acted as an advisor to the International Anti-Counterfeiting Task Force on China. He has lectured frequently around the world on security issues and IPR and has written articles and papers on a variety of related topics, including a chapter in 'Intellectual Property Law and Practice in the People's Republic of China' published by Kluwer Law International B.V. He is fluent in English and Cantonese.



Henrik Jeppesen
CEO & Founding Partner
Attention Design

Henrik Jeppesen is the Founding Partner of Attention Design. An experienced Specialist with a demonstrated history of working in the design industry. Skilled in Innovation Management, User Experience, Medical Devices, Design Management, and Entrepreneurship. Strong legal professional graduated from The Royal Danish Academy of Fine Art, and is lecturing and censoring at several educational institutions.

Henrik also serves on the advisory board of among others FORCE Technology and Copenhagen Capacity, and has since 2008 served as an expert judge at the Danish Courts (Østre Landsret).



John Heuser
Project Manager
SinoScan

John Heuser works in SinoScan Group A/S as project manager responsible for sales and business development. He has been stationed in Shanghai for two years as sales manager for SinoScan China, tasked with business development, establishing a sales function and managing sourcing and engineering projects for customers in China.

John Heuser has an educational background from University of Copenhagen, Dept. of China Studies and Copenhagen Business School.

Agenda

IPR Management in China

8:30	Registration
9:00	Welcome <i>Danish Patent and Trademark Office & Danish-Chinese Business Forum</i>
9:05	Welcome <i>Attention Design - Copenhagen SinoScan - Vejle</i>
9:15	IP Management in China <i>Cases from Danish Companies</i>
9:45	Coffee Break
10:00	How to protect your competitive advantages on the Chinese market through patents and trademarks <i>Simon Cheetham, China IPR SME Helpdesk</i>
10:45	Coffee Break
11:00	General Do's and Don'ts about IP in China <i>Simon Cheetham, China IPR SME Helpdesk</i>
11:45	Closing Remarks and remarks on 1:1 Sessions <i>Danish Patent and Trademark Office & Danish-Chinese Business Forum</i>
12:00– 12:30	Networking Lunch
12:00 – 14:00	Networking and One-to-One meetings with the experts