



DCBF

丹中商会 DANISH-CHINESE BUSINESS FORUM



AWAPATENT



PSU
御安行

How to combat IPR infringements in China

PARTNER EVENT W. AWAPATENT & PSU CHINA

Join Danish-Chinese Business Forum for a discussion on detecting and stopping trademark and patent infringers in China.

Lack of legal enforcement and difficulties protecting intellectual property rights (IPR) against infringement is still a primary concern when foreign brands operate in the Chinese market. At this event, You will gain insight into the latest developments in the IPR field, including legal, regulatory and enforcement landscape.

Speakers:

PSU China — *IP Investigations in China*

PSU Business Intelligence & Investigations, Director Andrew Houlbrook and Security Consultant Hanna Severin will present:

- How to identify, detect and bring the perpetrator to court
- Using the power of Open Source Intelligence beyond traditional search engines, into cached data, non-indexed databases, forums and more
- A number of PSU case studies
- Explore steps necessary when undertaking a counterfeit investigation

Awapatent - *Trademark Portfolio Management in China*

AWA Asia CEO and Principal Counsel, Ai-Leen Lim, will introduce:

- A practical toolkit for Trademark Portfolio Management in China
- Recent important amendments to pertinent law
- Provide interesting examples; from P&G, Apple and Nike to Viagra
- Discuss how brand owners can protect and enforce their rights

AGENDA

- 8:30 **Registration and Networking**
- 9:00 **Welcome**
Hans Henrik Pontoppidan, *Secretary General, Danish-Chinese Business Forum*
Vibeke Warberg Rohde, *Partner, European Patent Attorney, Awapatent*
- Presentation**
Ai-Leen Lim, *CEO and Principal Counsel AWA Asia*
- Break**
- Presentation**
Andrew Houlbrooke, *Director, PSU Business Intelligence & Investigations*
Hanna Severin, *Security Consultant & Office Manager, PSU China*
- Joint Q&A**
- 11:15 **Networking and Refreshments**
- 11:30 **Thank You for joining us!**

Practical information:

Date: Wednesday 15 November
Time: 8:30 - 11:30

Venue:

Awapatent,
Strandgade 56,
1401 Copenhagen



REGISTER



Andrew Houlbrook



Hanna Severin



Ai-Leen Lim