

**Pre-conference  
Workshop!**



# Trademark Protection in China



As one of the world's fastest growing economies and a new member of the WTO, China is a "must" on today's road map for growth. The workshop will look at doing business in China from an IP owner's perspective.

- Trademark Searches and Registration Clearance
- Trademark Prosecution
- Opposition and Cancellation Proceedings
- Fighting Chinese Counterfeit Goods from Europe
- Fighting Counterfeit Goods in China
- Distribution Strategies for China
- Licensing of IP Rights

**Gerhard Bauer**  
Chief Trademark Counsel  
DaimlerChrysler AG  
Stuttgart

**Dr. Burkhardt Goebel**  
Attorney-at-Law  
Lovells  
Hamburg

**27 April 2005 at OHIM, Alicante**

## Who should attend

- Trademark Attorneys, Solicitors, Barristers
- Corporate Trademark Counsels
- Heads of Corporate IP Departments
- Intellectual Property Consultants
- Patent Agents and Patent Attorneys

## Number of participants

**The seminar is restricted to 25 participants.**

This limitation, a feature of all FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by this programme.

## Objective

As one of the world's **fastest growing economies, China** is a major centre for manufacturing goods to be imported to the European Union, but it is also a huge market with a fast growing demand for quality and luxury goods.

China unfortunately is also the world's **centre of counterfeit and product piracy**. A very high level of organisation among the counterfeiters serve as an ideal environment for trademark piracy.

The workshop will look at doing business in China from an IP owner's perspective. In this respect we will discuss the protection of trademark rights in China and also compare these to European practice. The workshop will address the enforcement of Trademark rights in China, the set-up of distribution systems and licensing agreements. It will also provide a comprehensive overview of anti-counterfeiting measures available in China and **how they are effectively applied**.

There will be ample opportunity to discuss specific problems and to **exchange experiences** with all participants.

## Course Language

English

## Speakers



### *Gerhard Bauer*

Chief Trademark Counsel,  
DaimlerChrysler AG  
Stuttgart

Mr. Bauer holds an Electrical Engineering degree from the University of Stuttgart. Following graduation, he joined Daimler-Benz AG/DaimlerChrysler AG as a Patent Professional in 1987.

He attended the Patent Attorney Training of the German Patent- and Trademark Office in Munich and qualified as a Patent Attorney / European Trademark and Design Attorney in 1992. Mr. Bauer was appointed Head of Trademarks within the Patent Department of Daimler-Benz AG. In 1996 he became Chief Trademark Counsel of DaimlerChrysler AG. Among other national and international institutions regarding IP matters he is a member of INTA (Member of the Board) and has held several presentations for WIPO in Asian countries.



### *Dr. Burkhardt Goebel*

Attorney-at-Law, Lovells  
Hamburg

Burkhardt Goebel is a partner of the international law firm Lovells. He is Head of the firm's German and Spanish Intellectual Property Practice Area. Burkhardt Goebel focuses on cross-border and multi-jurisdiction trademark, unfair competition, plant breeders' rights and geographical indications litigation, arbitration and IP licensing (trademarks, know-how, plant breeders' rights etc.). His work includes distribution systems as well as IP-related competition law.

Burkhardt has lectured and published extensively on the protection of geographical indications, the enforcement of intellectual property rights, in particular trademarks, throughout Europe and licensing issues. Burkhardt read law at the Universities of Münster and Freiburg i.Br.

He holds a Master of Laws from the London School of Economics and a Doctorate in Law from the University of Freiburg i.Br. He also was a Visiting Scholar at Stanford Law School. He is the Chair of the INTA Committee on Geographical Indications and also a member of ECTA, MARQUES and GRUR.

# Programme

10.00 a.m. **Trademark Rights in China**

**Trademark Searches and Registration Clearance**

11.15 a.m. *Coffee break*

11.30 a.m. **Trademark Prosecution**

- Registration
- Response to Refusals

**Opposition and Cancellation Proceedings**

*Gerhard Bauer*, Chief Trademark Counsel, DaimlerChrysler AG

12.45 p.m. *Lunch*

2.00 p.m. **Fighting Counterfeit and IP Litigation**

- Fighting Chinese Counterfeit Goods from Europe
- Fighting Counterfeit Goods and IP Litigation in China (Hongkong and Mainland)
- Civil Actions
- Criminal Actions
- Customs Actions
- Administrative Actions

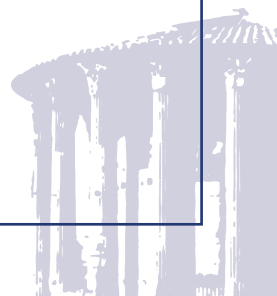
3.15 p.m. *Coffee break*

3.30 p.m. **Licensing of IP Rights**

- Distribution Strategies for China
- Relevant Laws Governing License Agreements
- Specific Issues on Trademark Licensing
- Form
- Recordal of the License
- Required Content of a License Agreement

*Dr. Burkhardt Goebel*, Attorney-at-Law, Lovells

5.00 p.m. End of Workshop



# Trademark Protection in China

Registration  
Fax +49/62 21/500 555

Registration

## Anmeldeformular

Please register by faxing or posting this registration form

Please register me for the Workshop only

Seminar-Nr. 05 04 121 I

Please register me for the Workshop and the 6<sup>th</sup> International Trademark Conference

Seminar-Nr. 05 04 120 + 05 04 121 I

Name

Position

Department

Company

Street

City/Postal Code/Country

Tel. No.

Fax-No.

Date

Signature

Please complete this form and return by fax or post to:

FORUM · Institute of Management GmbH  
P.O. Box 10 50 60, D-69040 Heidelberg, Germany  
Phone +49/62 21/500 502, Fax +49/62 21/500 555

## Cancellation Policy

A cancellation of conference registration, up to two weeks prior to the event in question, is possible upon payment of an administrative charge of € 50. In the case of a cancellation up to seven days prior to the seminar 50% of the seminar participation fee will be charged, thereafter the full participation fee is due unless a substitute participant is nominated. Cancellations are registered by us upon receipt of written notification, att. Registration Department. In the case an event is cancelled by the organizer, due to organisational reasons etc., the fee already submitted will be fully refunded.

## How to Register

### Registration-Information:

FORUM · Institute of Management GmbH  
P.O. Box 10 50 60, D-69040 Heidelberg, Germany  
Tel.: +49/6221/500 502 (it is possible to register by telephone)  
Fax: +49/6221/500 555  
e-mail: anmeldung@forum-institut.de  
Internet: www.forum-institut.de

### Date:

27 April 2005  
10.00 a.m. – 5.00 p.m. Workshop

### Venue:

OHIM  
Avenida de Europa, 4 · E-03008 Alicante, Spain  
Tel.: +34/965/1391-00 · Fax +34/965/1391-73

### Fee:

€ 740,-  
The fee includes a course material folder as well as midsession refreshments and lunch. Invoice and confirmation will be forwarded to you.

Delegates who have also registered for the 6<sup>th</sup> International Trademark Conferences 2005 pay only € 640.

### Travel information:

Please be aware that travel arrangements will have to be made as early as possible in order to benefit from advantageous travel costs.

### Hotel Accommodation:

A list of hotels will be supplied with your confirmation.

## 6<sup>th</sup> International Trademark Conference

Conference-No. 05 04 120 I

FORUM will hold its 6<sup>th</sup> International Trademark Conference on April 28-29, 2005 at the OHIM, Alicante:

A very distinguished panel of international experts will focus on the most topical issues affecting today's trademark law: EU-Enlargement, Adherence of the EU to the Madrid Protocol, Absolute grounds for refusal and the Enforcement of Trademark rights in the EU and Russia.

Please request the detailed Conference brochure.