Waiting for the organisers, the webinar will begin shortly...
TECH TRANSFER AND INTELLECTUAL PROPERTY IN CHINA

THE LATEST DEVELOPMENTS AND CASE STUDIES

10 MARCH 2021, 9:00 CET - ONLINE

Philippe DELTOMBE

10 March 2021
International Activities

Projects (Public & Private) Business Opportunities Collaborations Commercial Missions...
Abrimos un **Programa de Intercambio de Tecnología CECV-China**

Si trabajas en:
- Energías Renovables (equipos, tecnología, desarrollo, ...)
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¿Quieres beneficiarte del programa?  
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CHINA
IP SME HELPDESK

Alessandra Capriglia
Project Executive

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Webinar Interaction Tool

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Webinar 24 hour technical support number: http://support.gotomeeting.com ‘Contact Us’ section
The Helpdesk in a nutshell

- Free initial advise to SMEs
- Geographic coverage:
  - China
  - Hong Kong
  - Macao
  - Taiwan
- We have assisted over 100,000 SMEs to date

NEW WEBSITE

ec.europa.eu/ip-helpdesk
Helpdesk free services

- Enquiry Helpline
- Training Workshops
- Webinars
- Website & Blog
- Guides & Factsheets
## IP Factsheet: Mainland China

**CHINA IPR**

**SME HELPDESK**

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### IP Rights in Mainland China

**THE BASICS**

- Copyright
- Patents
- Trade Marks
- Geographical Indications (GIs)
- Trade Secrets

### Protecting Your Trade Secrets in China

**Prevention is the key to protection.**

**WHAT EXACTLY CAN BE A TRADE SECRET**

1. **SOMETHING THAT IS NOT PUBLICLY KNOWN AND HAS COMMERCIAL VALUE**
2. **THE WAY IT IS USED**
3. **YOU TOOK MEASURES TO KEEP SECRET**

**TRADE SECRETS**

- Know-how, manufacturing or design techniques
- Expressions of ideas
- Key data and business information, lists, cost and price information

**KEEP IT SECRET, KEEP IT SAFE**

It is important to remember that once trade secrets become publicly known, they can no longer be protected as trade secrets.

**DON'T FORGET YOUR EMPLOYEES**

- Limit access and knowledge rights to the personnel who actually need it.
- Request all employees to sign an employment agreement with non-disclosure confidentiality provisions.
- Be sure to hold exit interviews and have them return all documents, materials, computers, and files.
- Establish an internal management system for trade secrets. Policies and clear written guidelines are essential.

**DEALING WITH THIRD PARTIES**

- Business dealings or negotiations with third parties, potential partners, suppliers, contractors, licensees, or customers.
- Monitor your partners, suppliers or licensees to make sure they are complying with your trade secrets protection policy.

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Stay connected!

@iprchina

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China IP SME Helpdesk
Robar un libro es un elegante delito

Philippe DELTOMBE
attorney at law

Valencia 10 March 2021
Philippe Deltombe

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For more than 12 years, Philippe has been assisting innovation players from Europe to China and to South East Asia

He provides support in areas ranging from corporate & intellectual property law to the implementation of internationalization strategies

Philippe is admitted at the Brussels bar since 2003 and speaks five languages
Propiedad intelectual en pocas palabras

- Marcas
- Patentes
- Modelos de utilidad
- Diseños
- Copyrights
- Know-How

"Genuine scholars let the later world discover their work"

Chinese aphorism
Propiedad intelectual en el imperio chino

“I transmit rather than create; I believe in and love the Ancients” - Confucius

- Armonía social
- Familia
- Ancianos
PI en China en el siglo 21

• 2001 WTO

• From TRIPS -> ECPR (fortalecimiento PI regional) -> CAI (prohibicion de transferencia forzada de tecnologias)

• Patentes, Copyright, Marcas, etc. : nuevas leyes

• Tribunales especializados en PI (BJ, GZ, SH y... Hainan)

• Registros de calidad (junk patentes y subvenciones)

• Sentencias : enorme aumento de daños y perjuicios

• El problema de las junk patentes y las subvenciones
Getting ready...

To Steal a Book is an Elegant Offence

Recursos
Tiempo
Paciencia
Determinacion
El inalterable orden social chino

- The Omnipresent Human Factor
- The Fluctuating Passing of Time
- The Atypical Trust Building Process
- The Dreaded Face Loss
- The Uncompromising Hierarchy
A general attitude of forgiveness, or indeed receptivity, shown on the part of the great Chinese painters towards the forging of their own work

Wen Fong, Art Historian
“The more I go to China, 
The less I understand you guys”

You are on the right way!

muchas gracias ☺
Questions?

HELPLINE

free, fast & confidential

3 days working

question@china-iprhelpdesk.eu