

## Taste of IP in China: Protecting IP from Vineyard to Bottle



# INTELLECTUAL PROPERTY

You've spent months putting together a business plan, researching the market and securing



the colour purple, a lion's mane, the letter 'T' and the Eiffel Tower may appear to have much in common but there is one vital connection. They're all valuable intellectual property owners. Cadbury, M&M's, Deutsche Telekom, and the Eiffel Tower are all registered trademarks.

Join HKIAC in our second wine event with a fictitious story of a successful Chinese wine seller who becomes the target of acquisition by a multinational company.

We will examine issues relating to the protection of trademarks and online infringements concerning the use of a domain name in China, particularly in relation to the new trademark law in China and the new generic top-level domains. Licensing agreements, as a route to expanding a brand in Asia, will be discussed in addition to various strategies aimed to pre-empt disputes. An explanation of how arbitration fits into an IP context will also be provided and we will analyse when arbitration is the favoured form of dispute resolution.

We conclude the seminar with a networking event during which the participants can take part in a wine-tasting event and learn first-hand from the auction house Christies about a wine auction process.

### Topics include:

- Understanding the impact of new gTLDs
- Navigating your brand in Asia
- Resolving IP related disputes through arbitration

**Registration** Seating is limited.  
Secure a place in advance

ONLINE  
REGISTRATION

**Date** 9 May 2014

**Time** 14:00 - 19:00  
followed by cocktail reception

**Venue** HKIAC  
38/F, Two Exchange Square  
Hong Kong

**Contact** Kathy Kan  
2525 2381  
events@hkiac.org

**Admission Fees** CPD Points Available  
INTA delegates - Complimentary  
HKIAC Users Council - HK\$300  
Standard - HK\$450

### Payment Method

By cheque: Please make cheque payable to "Hong Kong International Arbitration Centre".

By credit card (via PayPal):

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