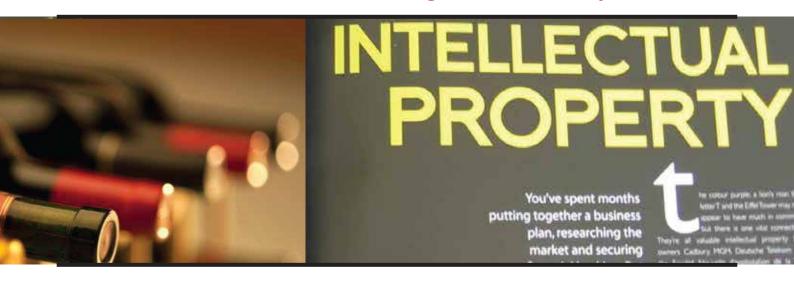
## Taste of IP in China: Protecting IP from Vineyard to Bottle



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.

Registration

Seating is limited.
Secure a place in advance



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

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events@hkiac.org

## Topics include:

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



Organiser

