How to fight counterfeit products on the Chinese market and beyond

Many international companies face major challenges in protecting its intellectual property on the Chinese market. The challenges include measures to keep important information confidential, to obtain registrations for e.g. key trademarks and patents, and to enforce these rights once obtained. Right holders must often use considerable time and resources to tackle counterfeit activity and it is becoming increasingly important for international companies to have a strategy in place of how to deal with counterfeit activity and how to work with the authorities involved.
During this seminar, lawyers from Bird & Bird and Xiang Kun Law Firm, speak about available enforcement measures against counterfeit products and how companies can work actively with *inter alia* the police, customs and government agencies to fight counterfeits and piracy. Participating in the seminar are also the Swedish customs authority and Swedish multinational SKF.

**James Luo** is the Managing Partner of Xiang Kun Law Firm in Beijing, a specialist IP enforcement firm associated with Bird & Bird. James was a former Bird & Bird IP partner and IP Director of Motorola China responsible for IP litigation and enforcement in *inter alia* Mainland China. He is recognized as one of the leading IP lawyers in China, including *Who's Who Legal* 2010 that recognizes him as a leading trademark lawyer in China. James is also Chair of China Sub-Committee of INTA’s Anti-Counterfeiting Committee.

**Tina Åström**, Head of Brand Protection at SKF will talk about how SKF acts to prevent its customers from being cheated by counterfeit actors globally. The key word is creating awareness.

SKF Group is the leading global supplier of products, solutions and services within rolling bearings, seals, mechatronics, services and lubrication systems. SKF has 11 manufacturing sites in China and reaches its end-users through 27 sales offices and 150 distributors locations throughout the country. Sales in China 2009 was RMB 5.400 million, making it the third largest market for SKF.

**Per Svantesson** is a member of the intellectual property group at Bird & Bird’s Stockholm office and specializes in trademarks, designs, domain names and copyright related issues. Per advises multinational companies on IP-strategies and anti-counterfeit measures, *inter alia* on the Chinese market.

**Anneli Wengelin**, International Co-ordinator at the Swedish Customs with focus on trade procedures. Anell is co-ordinating the Swedish Customs international work within EU, the World Customs Organisation (WCO) and the Swedish Customs bilateral co-operation with third countries. Anelli’s presentation will focus on the international co-operation within the IPR area with focus on China.

**Bird & Bird** is an international law firm with 21 offices across Europe and Asia including offices in Beijing, Hong Kong, Shanghai and Singapore. Bird & Bird’s Chinese offices are top-ranked for IP matters and provide full scale services including registration matters, overall IP strategies, license agreements, customs actions, infringement investigations, raids and litigation.