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Protecting Clean Technologies: Intellectual Property Rights in China

The China IPR SME Helpdesk is pleased to invite you to the “Protecting Clean Technologies” seminar, which will take place on Thursday, 23 June in the Kempinski Hotel, Beijing.

Clean tech is a fast growing and innovative industry which has been identified in the 12th Five Year Plan as a priority for the sustainable growth of the Chinese economy. However, European companies operating in China often find that their hard work in research and development is a target for counterfeiters and intellectual property theft. How can innovators effectively protect their intellectual property? This seminar will offer practical advice from legal and industry experts on how to safely develop new clean technology in China and how to manage technology transfer. The seminar will cover using patents, licensing, trademarks and copyright to protect your innovations.

This seminar is suitable for anyone in clean technologies; energy generation, energy storage, energy infrastructure, energy efficiency, transportation, waste & wastewater, air and emissions control, carbon trading, materials, manufacturing, agriculture and recycling.

IPR Clinics

If you would like to receive confidential one-on-one advice about your China IPR, sign up for a free, 20-minute session with our qualified IP lawyer. To ensure you have a chance to meet with the expert, please book your session in advance by indicating your interest when you register. The IPR Clinic is open to European SMEs on a first-come, first-served basis. Any information you provide to the China IPR SME Helpdesk will be treated as confidential.

Workshop details

Date: Thursday, 23 June 2011, 4pm – 7.30pm

Venue: Kempinski Hotel, 50 Liang Ma Qiao Lu, Chaoyang District, Beijing
凯宾斯基饭店, 北京市朝阳区亮马桥路 50 号

Admission: **Due to the nature of the China IPR SME Helpdesk’s funding, this training is strictly restricted to only European SMEs and SME intermediaries. The training is closed to law firms and business consultancies you advise on IP issues. Please note non-qualifying companies will be refused entrance. The event is free to qualifying companies**

Registration: Please E-mail rsvp-china@china-iprhelpdesk.eu before **Tuesday, 21 June 2011** and mention Clean Tech seminar, your name, company name and position. Please indicate if you would like to reserve an IPR Clinic session

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Draft Agenda

- 4.00pm – 4.30pm Registration
- 4.30pm – 4.40pm Welcome and opening remarks from moderator
- 4.40pm – 5.00pm Introduction to Helpdesk services, *Jaspal Channa, Senior Project Manager, China IPR SME Helpdesk*
- 5.00pm – 5.40pm Protecting Clean Technologies: IPR in China, *Laure Deron, Senior Associate, Gide Loyrette Nouel*
- 5.40pm – 6.00pm SME Case study, *TBC*
- 6.00pm – 6.30pm Q&A
- 6.30pm -7.30pm IPR Clinic sessions
- 6.30pm – 7.30pm Drinks and networking

Laure Deron Biography

A member of the Paris Bar, Laure Deron holds a post-graduate degree (DEA) in international private law from the University of Paris I – Panthéon-Sorbonne and graduated from the Institute of Comparative Law from the University of Paris II - Assas. She spent five years in the Mergers and Acquisitions Department of a Northern American law firm in Paris before joining GLN's Beijing office in 2006. Her practice focuses on foreign investment in China and cross-border transactions as well as intellectual property files and technology transfers in China for the clean tech sector. She has developed an expertise in trademark, copyright, patent protection and IT related matters. To parallel her professional activities, Ms. Deron is a regular lecturer in various fields of law. She is a former lecturer at the University of Paris I – Panthéon-Sorbonne and currently co-conducts a bilingual English-Chinese corporate law course at the Central University of Finance and Economics in Beijing.

About the China IPR Helpdesk

The China IPR SME Helpdesk provides free information, first-line advice and training to SMEs to protect and enforce their IPR in China. The Helpdesk's services are free to European SMEs and SME intermediaries (including EU embassies) and includes training events in China and Europe; online tools and materials at www.china-iprhelpdesk.eu and tailored advice from our expert by phone, Email or though the website.

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