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CHINABRAND® is an internationally protected service trademark.

CHINA BRAND®

Anti-Counterfeiting
in China

Fighting Chinese Counterfeiters Effectively and Sustainably

Product and brand piracy continue to grow – both in terms of quantity and quality. The number of cases is increasing and the theft of intellectual property by Chinese companies is becoming more and more cunning. Chinese counterfeiters and imitators nowadays have broader knowledge about IP and their strategies become more refined. The spectrum ranges from the circumvention of patents, the aggressive use of legal loopholes, the forgery of certificates, and even the establishment of a Great Wall of Patents blocking foreign competitors.

The following trends can currently be observed:

- Digitization: massive increase of counterfeits' sales through the Internet.
- Globalization: counterfeiters are targeting wholesalers across the globe.
- Atomization: the counterfeiting market landscape fragments into small manufacturers.
- Growing demand: customers knowingly exchange expensive originals for cheaper copies of good quality.
- IP offensive: intellectual property rights are used as a weapon in the competition.
- Diversion: dramatic growth of gray markets or parallel imports.

CHINABRAND CONSULTING has been successfully working in the field of anti-counterfeiting (ACF) for 13 years. We work with experienced Chinese investigators and specialized notaries, lawyers and patent attorneys with in-depth expertise and rich experience. Our clients are well-known European companies from various industries such as mechanical engineering, automotive industry, electrical engineering, pharmaceutical industry, medical technology and consumer goods.

Our Services

On-site Undercover Investigation:

- Assignment of our own specialized IP investigators
- Methods: sham business, covert interviews, observations in target companies, loyalty checks for employees, monitoring of communication
- Trade fair monitoring

Evidence Preservation:

- Purchase and analysis of counterfeit products
- Notarization of evidence
- Surveillance photos and videos
- Procurement of documents
- Recording of statements

IP Enforcement and Legal Measures:*

- Warning letters against counterfeiters and traders
- Deletion of counterfeiters' websites
- Domain name arbitration proceedings
- Cutting-off counterfeiters' sales channels
- Take-down notices to e-commerce platforms
- Raids (AIC/PSB)
- Opposition, invalidation and nullification proceedings
- Administrative proceedings (AIC/SAIC)
- Civil and criminal IP infringement lawsuits
- Lawsuits based on Unfair Competition
- Application for and enforcement of the status Well-known Trademark
- Case management and lobbying
- ACF Public Relations in China

Setup of ACF Systems:

- Development and implementation of ACF strategies
- Conception of dedicated measures
- Implementation of ACF instruments
- Design of an ACF organization
- ACF budgeting and controlling
- Development of case databases

* For the provision of legal services by Chinese notaries, patent attorneys and lawyers, we refer to our general terms and conditions, which are available at <http://www.chinabrand.de/en/gtc.html>