

## Contact

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CHINA BRAND®

Intellectual Property  
Competitive Intelligence

## Patents and Trademarks as Weapon

The Chinese IP-offensive is picking up speed. Chinese companies no longer limit themselves to copying but instead, register patents and increasingly export their own inventions. Not only the Chinese State Intellectual Property Office (SIPO), but also the USPTO and the EPO can hardly keep up with the wave of applications coming from the People's Republic of China.

The IP-practice of Chinese companies follows the rules of the Chinese chess game Weiqi. The idea of Weiqi is not about attacking the opponents directly, but rather to indirectly surround the rivals. Chinese play Weiqi collectively, indirectly and encircling. It's about the occupation of territory. Players (companies) who are surrounded by their enemy's stones must exit the game (the market).

American and European industrial companies have to respond to the Chinese surge of patents appropriately. It is crucial to gather and analyze decisive information. Which Chinese competitors can block you in your home market and export markets? Which IP-related weaknesses can they exploit to attack your business? What are their IP strategies and IP tactics? What types of technologies, innovations and rights do they already have? Are there any registrations in bad faith that can be successfully controlled through nullification proceedings?

The solution is IP Competitive Intelligence: the systematic identification, analysis, and evaluation of Chinese competitors' IP, their new developments, registered rights, technologies and strategies. In many companies, such competitor analysis is being conducted only when in serious jeopardy – too late for countermeasures. Such a blind flight can be prevented if a company is aware about the technology and patent strategies of its Chinese competitors in advance.

CHINABRAND CONSULTING offers professional services in the field of Intellectual Property Competitive Intelligence (IPCI). We employ qualified Chinese and German IP experts like researchers, analysts, patent attorneys, and trademark lawyers. Our clients are renowned brand companies from various industrial sectors.

## Our Services\*

### Identification of Chinese Companies with Relevant Technology and IP:

- Use of professional databases with > 5 million Chinese companies
- Differentiation of > 6,600 industrial sectors and products
- Research in Chinese language
- Investigative background check of companies

### Identification of Relevant Chinese Patents and Trademarks:

- Use of Chinese patent and trademark databases
- Keyword-based research in Chinese language
- Search for different applicants (company names, shareholders, affiliated companies)
- Constant monitoring of companies' newly registered IP
- Worldwide application monitoring of Chinese companies
- Use of top-level third-party research tools

### Analysis of Chinese IP:

- Translation of the key patent claims
- Complete translations
- Risk analyses by Chinese patent attorneys
- Infringement analyses according to Chinese law
- Potential legal remedies against Chinese IP
- Patent mapping and landscaping

### IP and CI Related Trends, Strategies and Tactics:

- Identification of global and regional technological as well as innovation trends
- Identification of competitors' filing strategies and IP development
- Discovery of potential licensees
- IP research on M&A transactions
- Technology and competitor landscaping – in China, Asia, and globally

\* 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>