



# Intellectual Property Competitive Intelligence

## Patents and Trademarks as a Weapon

The Chinese IP-offensive is picking up speed. Chinese companies register patents immensely and increasingly export their own inventions. Not only the China National Intellectual Property Administration (CNIPA), but also the USPTO and the EPO can hardly keep up with the wave of applications coming from the People's Republic of China. American and European industrial companies have to respond to the Chinese surge of patents appropriately. 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?



IP Competitive Intelligence delivers answers: the systematic identification, analysis, and evaluation of Chinese competitors' IP, their new developments, registered rights, technologies and strategies. In many companies, analysis is only conducted when in serious jeopardy – too late for countermeasure.

## OUR SERVICES\*

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

- Use of AI-supported analysis tool-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 attorneys
- Infringement analyses according to Chinese law

### 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

## FAST FACTS

### China is expanding the IP legal system

*Since 2024, China has been strengthening the enforcement of IP rights in the digital space, especially against online platforms with counterfeit or unlicensed products. In addition, the IP dispute settlement system has been improved, giving foreign companies faster access to legal remedies. The number of IP lawsuits, especially those relating to digital theft and AI-generated content, continues to rise.*

## CONTACT

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