

# China IP Protection: **Trustiics delivers**

Here are some typical China IP infringement solutions Trustiics has provided for North American SMEs:

## Trademark squatting

**WHO:** An outdoor cycling franchise with no business in China

**WHAT HAPPENED:** Its brand name was registered in China by someone who proposed to sell the trademark at a very high price.

**SOLUTION:** The owner created a free account on Trustiics.com and selected an IP lawyer in Beijing to help him sort out the issue. The lawyer did trademark registry search, filed Trademark Opposition and Trademark Invalidation with respect to squatter's registration per different status; and after having won the cases, then made trademark filings in China.

## Cybersquatting

**WHO:** A tech start-up selling on Amazon with no presence in China

**WHAT HAPPENED:** Someone in China registered the domain name of one of his best-selling products.

**SOLUTION:** The Amazon seller created a free account on Trustiics.com and selected an IP lawyer. The lawyer had a free consultation with him, and then filed domain name arbitration. They won the arbitration in 4 weeks and domain name was transferred to the Amazon seller. Total cost was US\$3,000.

## Breach of confidentiality

**WHO:** A furniture designing company with OEM in China

**WHAT HAPPENED:** The furniture designer did not know how to prevent the OEM from using the licensed IP for their own benefits.

**SOLUTION:** The owner created a free account on Trustiics.com and selected a lawyer based on the recommendation of Trustiics client support team. The lawyer prepared a tailor-made bilingual Non-disclosure, Non-use and Non-circumvention Contract enforceable in China. Total cost was less than US\$2,000.

## Breach of distribution contract

**WHO:** A personal care products company

**WHAT HAPPENED:** Its distributor in China signed a side deal with the local manufacturing company and secretly manufactured the same products.

**SOLUTION:** The owner created a free account on Trustiics.com and selected a lawyer based on the recommendation of Trustiics client support team. The lawyer sent demand letters to the distribution company to stop the breach; conducted due diligence on the new partner; and drafted a China-enforceable distribution contract.

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