



Intellectual Property

Our experienced Intellectual Property department helps clients protect their trade marks, patents, registered designs and other intellectual assets in Hong Kong, China and other territories around the world. We do this by advising on and arranging appropriate registrations and licences for all forms of intellectual property rights. Hong Kong has long offered a mature, effective intellectual property protection system, while China's intellectual protection has improved over the years, especially if the relevant trade marks and patents are properly registered – a field in which we excel.

Trade marks and copyright

- › registering trade marks in accordance with the Hong Kong Trade Marks Ordinance
- › registering community trade marks in Europe
- › arranging international registration for trade marks
- › handling applications to register rights in countries of interest
- › handling applications to register copyright and computer software developed in or imported into China
- › commencing/defending trade mark opposition and cancellation proceedings in Hong Kong, China and other territories around the world
- › licensing, franchising and assignment of trade marks and copyright

Patents

- › arranging Patent Co-operation Treaty applications in accordance with the Hong Kong Patents Ordinance
- › licensing, franchising and assignment of patents and knowledge

Designs

- › registering industrial designs in accordance with the Hong Kong Registered Designs Ordinance
- › licensing, franchising and assignment of registered designs and other design rights

Enforcing and defending against improper usage

- › conducting legal proceedings against infringement of trade marks, registered designs, patents and copyright and against passing off
- › filing complaints with customs
- › liaising with customs over seizures and raids
- › civil/administrative actions in China against trade mark, copyright, registered design and patent infringement and unfair competition
- › enforcement actions at trade fairs in Hong Kong and China

Intellectual property & enforcement in China

- › registration of trade marks, patents and designs
- › effective IP enforcement and defence
- › initiating action through China customs and relevant government departments
- › arbitration of global IP disputes

Contacts

Mr Willy Cheng

Tel: (852) 2533 2551

Email: willycheng.office@sw-hk.com

Ms Lai Lam

Tel: (852) 2533 2545

Email: lailam.office@sw-hk.com