



China Workshop: Intellectual Property Rights Solutions for EU SMEs

Letter of Invitation

Dear Sir/Madam,

The European Commission Funded China IPR SME Helpdesk Project is pleased to invite you to attend a free half-day training workshop *Intellectual Property Rights Solutions for EU SMEs* to mark the launch of the Helpdesk.

Attendance is limited to the first 50 registrations for each half-day training session.

Date: Thursday 8th May

Times: First session (9.00-12.30) registration 8:30

Second session (13.30-17.00) registration 13:00

Participants are requested to nominate one training session to attend.

Location:

Hilton Hotel, Beijing
1 Dong Fang, North Dong Sanhuan Rd, Beijing
Tel: 86-010-5865 5000

北京希尔顿大酒店
北京东三环北路东方路 1 号
电话: 86-010-5865 5000
2008 年 5 月 8 日
注册: 会议第一部分 - 8.30
会议第二部分 - 13.00

The **China IPR SME Helpdesk** is a new initiative funded by DG Enterprise and Industry of the European Commission, which aims to support European Union (EU) small and medium sized enterprises (SMEs) in both the protection and enforcement of Intellectual Property Rights (IPR) in and relating to China, through the provision of free information, training and first-line advice targeting needs and supporting EU SMEs in their decision making with regard to China IPR matters.

To this end, this training is targeted at representatives of EU SMEs and aims to empower them to understand the value of IPR and the steps to developing an IPR strategy which introduces a preventative guide to IPR protection and enforcement.

The training will be conducted in English and led by Ms. Karin Beukel, an expert from The IPR Company APS who is a key China IPR SME Helpdesk Trainer.

You are kindly invited to confirm your participation in the training session by sending the attached registration to rsvp@china-iprhelpdesk.eu. Registration must be completed by 28 April, 14.00. We require 48 hours notice for cancellations. Registrations will be accepted for a maximum of 50 persons for each session. Please indicate your preferred session either am or pm and leave your contact details including telephone number. Subject to availability your participation in the session will be confirmed by return.

IPR TRAINING FOR SMES

BEIJING, MAY 8

REGISTRATION FORM FOR PARTICIPANTS

FOR YOUR CONVENIENCE, YOU MAY CHOOSE TO ATTEND EITHER A MORNING OR AFTERNOON SESSION. THE CONTENT OF EACH SESSION IS THE SAME.

Name:	
Position:	
Company name:	
Company registered in China?	
Industry sector:	
Country of parent company:	

I/We would like to register for the following session/sessions

Please indicate your choice below:

Session 1 9.00 am - 12.30 pm

Session 2 13.30 pm – 17.00 pm

The topics of each session are the same. Confirmation subject to availability

How would you estimate your understanding of IPR issues? Yes No

Unfamiliar	Limited	Basic	Fairly good	Strong
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Has your company made an assessment of its IP value and optimisation of IP protection?

Yes No

Please indicate the aspects of IPR that you would like to learn most about?

Developing an IP strategy

How to minimize costs and maximize protection

Registration process

- Patents

- Trademarks

- Copyrights

Enforcement in general

Administrative enforcement

Judicial enforcement

Patent enforcement

Trademark enforcement

Copyright enforcement

- Technology transfer issues Please specify

Technology transfer contracts

Trademark/patent licensing issues

- Please specify

Trademark/patent licensing contracts

IP protection on Trade fairs

Product/industry sector specific IPR issues

Please specify the type of product or sector:

Other, please specify:

Have you attended training on IPR in the past? Yes No

If yes, which topic was covered?

E-mail address:

Tel. number:

Fax number:

Mobile phone:

Please return the completed registration form by E-mail to: rsvp@china-iprhelpdesk.eu

The training is free to attend. Training material and Coffee/tea will be provided.

Registration will be open until 28th April subject to availability.