

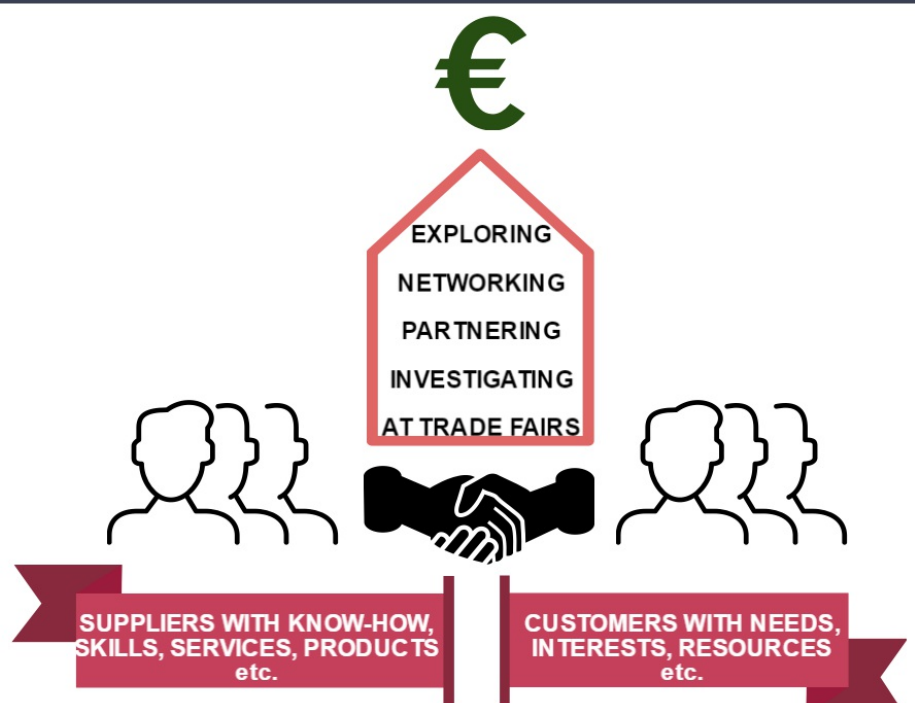
# TRADE FAIRS

## TIPS FOR BETTER PROTECTION OF IP RIGHTS

What should you know, before you go to a trade fair?

The China and South-East Asia IPR SME Helpdesks bring you an infographic that highlights the key considerations before and during your visits to Trade Fairs in China and South-East Asian countries.

Visiting Trade Fairs offers great possibilities for linking suppliers to customers, resulting in a win-win situation for both ends of the supply chain.



## IPR-related Pros and Cons of visiting trade fairs



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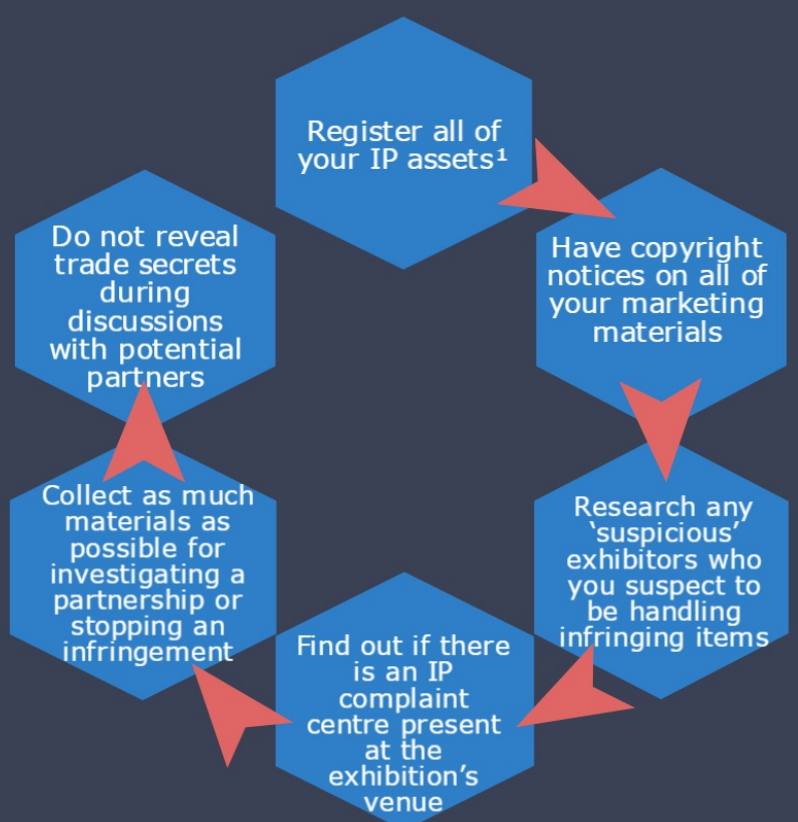


- Introduce your product to a new market
- Expand your visibility
- Increase customer base
- Collect essential evidence to stop infringements
- Find potential partners

- Risk of disclosing trade secrets
- Risk of revealing your IP assets to counterfeiters
- Risk of IP infringement from other visitors / companies expressing interest to partner



## Tips for better IPR protection at trade fairs



<sup>1</sup> If the vast amount of attendees come from a country other than the trade fair's location, consider registering IP rights also in the country of origin of the participants!

## NOTIFY YOUR IP OWNERSHIP!



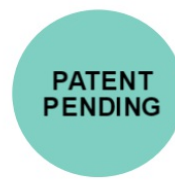
This can be combined with the year of creation or publication to assert copyright ownership in works such as brochures, websites, software, pictures, music, etc.



If you have applied for a trade mark but it is not yet registered or even if you have not applied but are using the trade mark, the TM abbreviation can be used to assert your rights over the trade mark.



This symbol can only be used for registered trade marks. It can be a criminal offence to use this symbol if the trade mark is not registered



If the patent application has been made but has not yet been granted, this phrase can be used.



Once the patent is granted, usually the patent number and jurisdiction are used to show where the patent has been issued.

The IPR SME Helpdesks for China and South-East Asia provide jargon-free, first-line, confidential IPR advice to European Small and Medium Enterprises (SMEs). We provide training sessions, materials and services online and offline. For free, confidential, business-focused IPR advice within three working days e-mail to [question@china-iprhelpdesk.eu](mailto:question@china-iprhelpdesk.eu) or [question@southeastasia-iprhelpdesk.eu](mailto:question@southeastasia-iprhelpdesk.eu).

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