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Preface

No matter how the Chinese economy performs in the next five years, it has become a country that no one can ignore. Intellectual property protection is one of the hottest topics. Any foreign company needs to study this book for survival, prosperity and to hold competitive advantage. China is a ruthless and tough market where IP control can mean the difference between a fortune made and a fortune lost. This book is the ultimate playbook for success.

Western legal and business professionals are often frustrated and resigned when dealing with intellectual property, and specifically trademark protection in China. The 2015 American Business in China and Business Climate Survey of the American Chamber of Commerce reports that most foreign business operators believe that the Chinese intellectual property system is inefficient and ineffective. Consequently, the apparently unstoppable rise of trademark theft and counterfeiting in China has always been blamed on the ruthless and aggressive Chinese. The China blame game has been then amplified by western media. The result is that, with few exceptions, foreign businesses and professionals could not see that some of their trademark problems were due to failure to prepare, failure to understand and lack of proper preparation. Most publications on trademark law in China are traditional law textbooks reaching out to a very limited number of practitioners. Also, these law books tend to be compartmentalized to the legal sphere and the analysis and practical tips can at most help lawyers to solve a specific legal issue, but will not help them and their clients to conceive and implement wider and effective trademark strategies in China. At the same time, business books on brand management in China treat the legal aspects of the brand protection very marginally, so that trademark protection and enforcement occupy a very marginal position in the planning of business strategies. This book bridges this gap.

Foreign legal practitioners, businessmen and IP managers need support in formulating concrete and effective strategies based on a more comprehensive source of knowledge about trademark protection and enforcement in China. The relevant market needs access to knowledge that is not compartmentalized and scattered, but comprehensively treated and presented in a practical manner. This book presents comprehensive strategic approaches to dealing with trademark protection and enforcement in