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17 February 2011

### **Protecting IP in China: Personal and FAIR**

As China's economy continues to expand, companies with an eye on long-term survival cannot afford NOT to be active there. However, there is also justified concern about safety of intellectual property (IP) and how to best protect it.

In addition to constructing sound legal and technical frameworks to safeguard IP, it pays to create and follow an IP *operational* strategy with the following elements:

1. **Focused** - on the human element - with the understanding that an organization's people are its biggest asset as well as greatest source of IP leakage. Create a corporate culture of discipline and control around IP issues, as well as one that values and rewards employees and partners.
2. **Aligned** – with the company's key stakeholder interests. This includes employees, management, vendors, distributors, customers and local government authorities. If their interests are your interest there is greater likelihood of cooperation over conflict.
3. **Integrated** – with the company's overall China strategy, aimed at protecting the company's core competency or highest "value add" component of the local business. Incorporate IP considerations at every operational level and into each functional area.
4. **Realistic** – with the expectation that *anything* proprietary is valuable to others and will be acquired if possible. Focus on tools and methods for early detection of IP infringement. Understand that information is best shared on need-to-know basis.

For more on reducing risk of loss or infringement on intellectual property contact us today. Also look for upcoming publications on our website:

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