

# Roadmap

## for Intellectual Property Protection



Suggested for use by IP right holders, particularly new entrants to the EU or Chinese marketplace

[www.ipr2.org/roadmap](http://www.ipr2.org/roadmap)

### Providing a comprehensive overview of intellectual property protection and enforcement in China and Europe.

The 'Roadmap for IP Protection' series forms part of the EU-China IPR2 Project's work on supporting right holders of intellectual property in both regions and providing ready access to IP information. Many right holders, particularly small and medium-sized companies, have limited awareness of how to properly protect and enforce their rights through the ways and means provided by the existing legal framework. The Roadmaps aim to address this directly.

- Provides guidance for European and Chinese companies seeking a better understanding of the **legal framework and practical advice** on how to protect their IP in China and Europe respectively.
- Targets individual **right holders of intellectual property** for whom the steps for registration and the enforcement of IP rights in China may not be clear, or where information in English may not be readily available.
- Similarly, for Chinese companies wanting to protect their rights in Europe, offers information in Chinese on registration procedures and protection of IP in Europe.
- Bilingual content based on the opinion and recommendations of **independent experts**, not to substitute for legal counsel, but to support companies' **knowledge and awareness** on the key issues in both regions and the means available to protect IP rights.
- Current titles in the series include **Customs Enforcement in China; Trademark Protection in China; Patent Protection in China; Copyright Protection in China; IP Protection at Trade Fairs in Europe; How to Apply for a European Patent, How to Register and Protect a Community Trademark, How to Register and Protect a Community Design.**

- All issues available free-of-charge at [www.ipr2.org/roadmap](http://www.ipr2.org/roadmap).

### For further information contact [info@ipr2.org](mailto:info@ipr2.org).

Feedback is welcome on the usefulness of the information and whether it is in line with industry experience. This will be taken into consideration for future Roadmap updates.

IPR2 is a partnership project between the European Union and the People's Republic of China on the protection of intellectual property rights in China (2007-2011). This is done by providing technical support to, and building the capacity of the Chinese legislative, judicial and administrative authorities in administering and enforcing intellectual property rights; improving access to information for users and officials; as well as reinforcing support to right holders. IPR2 targets the reliability, efficiency and accessibility of the IP protection system, aimed at establishing a sustainable environment for effective IPR enforcement in China.



The European Patent Office (EPO) is the European implementing organisation for IPR2, and draws on expertise from its Member States in specific fields and the Office for the Harmonisation of the Internal Market (OHIM) on trademark and design.

[www.epo.org](http://www.epo.org)  
[www.oami.europa.eu](http://www.oami.europa.eu)



**中华人民共和国商务部**  
MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA

The Ministry of Commerce (MOFCOM) is the IPR2 Chinese implementing organisation.  
[www.mofcom.gov.cn](http://www.mofcom.gov.cn)



Produced with the assistance of the European Union.