



**CHINA  
TOY EXPO**  
中国玩具展

# Intellectual Property Services

With joining hands of Beijing PSCU Patent and Trademark Law Office, China Toy Association, the Sponsor/Organizer of China International Toy, Model and Baby Articles Exhibition 2009, will set up an intellectual property consultation office to provide legal services for exhibitors at home and abroad. The outstanding significance of this act is to solve problems on-the-spot during the show, on the other hand, to assist the exhibitors to establish their awareness of independent innovation, protection of intellectual property rights and to improve their protection system of intellectual property as well as their brand implementation strategy.

According to the spirit of «Measures for the Protection of Intellectual Property Rights», along with goodwill to make all effort to serve the exhibitors, the Intellectual Property Consultation Office will arrange for professionals at the exhibition to provide on the spot consultation and coordination services concerning protection of intellectual property rights.

## ■ Intellectual property preparation work must be done before coming to the exhibition

Before coming, the exhibitors shall check the items that will be on show and strengthen self-discipline. It is better to bring all of your relevant IP certifications with you, such as registration certificates copies of trademark, patent, as well as copyright of your products. It can be used as an effective evidence to protect the legitimate rights and interests of exhibitors when infringement or disputes occur during the show.

Those exhibitors, who don't have any IP protection records but intend to obtain certain intellectual property rights in China, may file an application for registration of trademark, patent and copyright to protect their products. The holders of intellectual property rights may apply for a recordation with the General Administration Customs of P. R. China to have a further protection of their IP rights in China. If you need any help, please do not hesitate to contact the Organizer. We shall exert ourselves to assist you in dealing with those applications.

## ■ Contact us before exhibition:

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