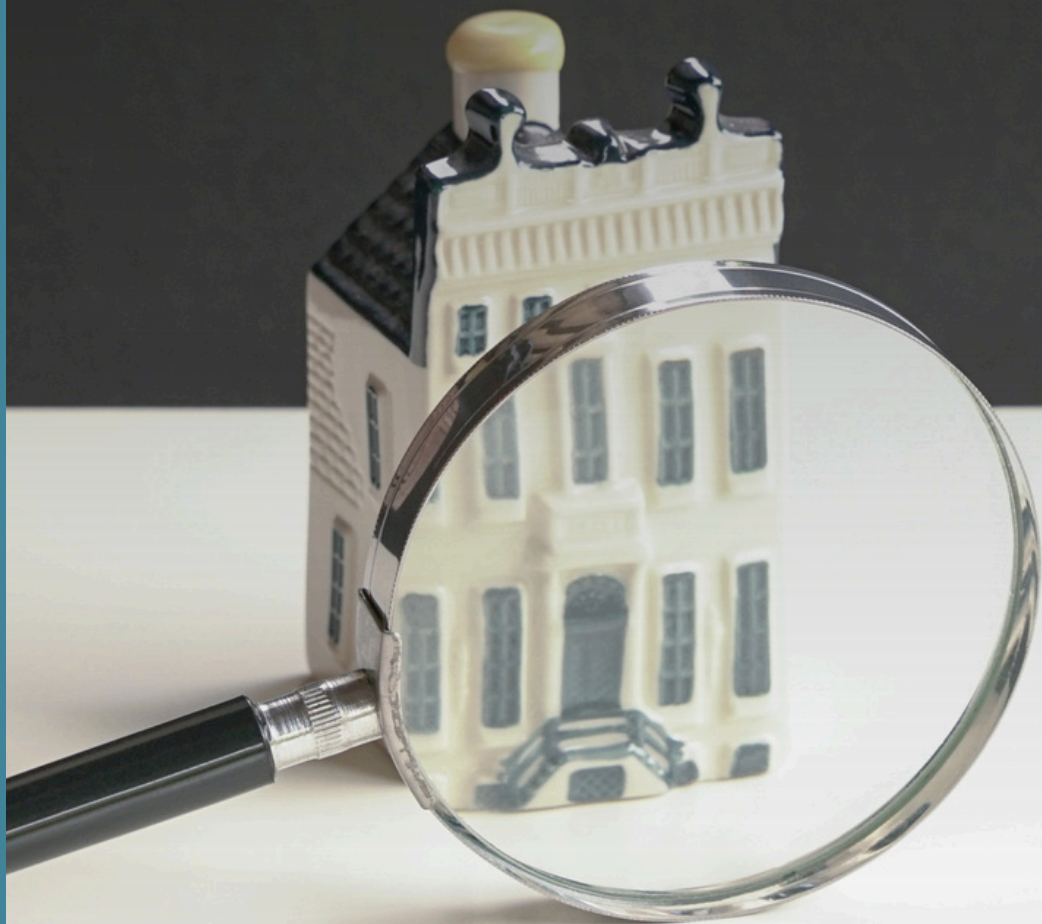


# INTELLECTUAL PROPERTY

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We live in a world where Intellectual Property rights have a unique value; it is imperative that Business Owners protect those rights. Backed by a team of experienced intellectual property lawyers in **Hong Kong** and **China**, OLN can provide you with practical legal advice to safeguard your intellectual property rights. Intellectual property right is territorial in nature and is a broad topic that encompasses various types of original creations, such as copyright, patent and design. Complicating the matter further, the rules governing intellectual property in different countries vary. The Business Owners, be it individual or multinational needs professional lawyers who have a proven track record in dealing with local / regional / international intellectual property issues to help cope with these matters. Here at OLN, we understand the needs of businesses and individuals for professional legal advice and services related to intellectual property rights. Our intellectual property Hong Kong and China teams have the capacity and experience to offer an outstanding service.

Our long established licensed law offices and intellectual property agency in China together with the Intellectual Property team in our Hong Kong office provide cross border intellectual property management for brand owners and investors. With solid knowledge in China and Hong Kong Intellectual Property law, our Intellectual Property team is able to advise on diverse topics related to intellectual property for domestic businesses and multinational companies seamlessly in Hong Kong and China and assist clients in managing complex local and cross border intellectual property issues including protecting their trademarks, patents, designs and copyright.

OLN's PRC team is also a qualified trademark agency which is appointed by the PRC government to handle trademark registration and prosecution directly in China and deal with the PRC examiners without a third party.



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*OLN IP Services Limited advises international and local clients from the publishing, clothing, jewellery, catering and travel industry sectors across a broad range of contentious and non-contentious IP matters spanning trade marks, copyright, patents and design rights. The 'responsive' Vera Sung provides 'exceptional trade mark prosecution advice'.....*

*- The Legal 500 Asia-Pacific 2024*





**WE PROVIDE A FULL RANGE OF SERVICES  
IN CONNECTION WITH INTELLECTUAL  
PROPERTY MATTERS INCLUDING:**

## **BRAND PROTECTION & DEVELOPMENT**

- Searching & pre-filing advice and strategy
- Filing & Prosecuting trademark applications in Hong Kong, China, Macau, Taiwan and all other overseas jurisdictions
- Commencing / Defending trademark opposition proceedings, trademark invalidation or non-use revocation proceedings
- Maintenance and Watching services
- Advising and recordal of trade mark assignments, licenses, mergers, security interest records or customs related matters
- Anti-counterfeiting administrative and court action
- Advising and assisting on the trade mark implications of business merger
- IP audits
- Branding strategies
- Buy back negotiation and combat bad faith squatting

## **DESIGN & COPYRIGHT**

- Searches and patentability study
- Providing Patent for Design filing Strategies and prosecution
- Advice on packaging, software, publication, digital works and media





- Design and copyright related management consultation
- Licensing and technology transfer
- Recordal of copyright in the China Copyright Protection Centre
- Negotiation and conclusion of copyright license and assignment contracts
- Copyright infringement litigation and related legal matters
- Copyright customs recordal and prosecution

## **PATENT & DESIGN**

- Searches and patentability study
- Drafting Patent Specifications and Claims, Providing Patent Filing Strategies and Professional Advice Services
- Hong Kong and Chinese (PRC) Patent Filing (invention, utility model and industrial design)
- Patent re-examination and invalidation
- Patent customs recordal and prosecution
- Comprehensive patent-related management consultation (portfolio and annuity management, patent strategy)
- Patent licensing and technology transfer

## **IP PORTFOLIO MANAGEMENT**

- Trade mark, patent, design, copyright portfolio management
- Licensing, franchising, distribution agreement and co-branding
- Commercialise IP
- Tax strategies and ownership structure

- Terms of use and privacy for online platforms and websites
- Domain name registration, management, acquisition and dispute resolution
- Transfer of IP rights

## ANTI-COUNTERFAITING

- Enforcing IP rights through court action, administrative and judicial channels and by Customs protective measures
- Negotiating for solutions of IP related disputes and arbitration representation
- Advising on trade secret and anti-unfair competition issues

## KEY CLIENTS

We constantly act for a number of national and international clients spanning across various industries, including:

- AVK Holdings
- Chelsea FC
- CSOP Assets Management
- Daimler AG
- Fitch Learning Limited
- Fleischer Studios, Inc.
- Grant Thornton
- Hempel

- Injunctions and interim measure to preserve evidence and assets
- Administrative enforcement
- Customs actions
- Takedown strategies on online platforms and social media sites
- Online anti-counterfeiting
- Cybersquatting

## OTHERS

- Watching services
- Counselling on unfair competition and trade secrets protection
- French, English and Chinese-speaking counselling

*Further client references are available on request*

## TEAM MEMBERS

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## ABOUT OLDHAM, LI & NIE (OLN)

OLN is a leading independent Hong Kong law firm, whose commitment to professional excellence has been the cornerstone of the firm since its creation in **1987**. With many years of experience practising in Hong Kong, our diverse global employees, who embody the firm's East-West culture, are able to deliver an integrated suite of legal and business solutions.

**No. of lawyers:** 40+

**No. of staff:** 100+

**Lawyers admitted to practice in one or more jurisdictions:** Hong Kong, the United Kingdom (England and Wales), several US states, Australia, Canada, France, Japan.

### **Practice Areas:**

- Canadian Notarization Services in Hong Kong
- China Practice
- Chinese Notary Services (CAAO)
- Commercial Fraud and Asset Tracing
- Corporate and Commercial Law
- Dispute Resolution
- Elder Law Practice
- Employment and Business Immigration
- Family Law
- Financial Service and Regulatory
- French Practice
- Fund Practice
- Insolvency and Restructuring
- Insurance Law
- **Intellectual Property Law**
- Japanese Practice
- Notary
- Personal Injury
- Private Client
- Regulatory Compliance, Investigations and Enforcement
- Startups and Venture Capital
- Tax Advisory



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