Singapore, 24th Mar 2008 – Amidst a dynamic period of change and development, China’s IP regime continues in its struggle to keep pace with the country’s rapid economic growth. The new book by John Wiley & Sons (Asia) Pte Ltd - *China Intellectual Property Challenges and Solutions: An Essential Business Guide* – explores the realities of protecting IP in this market and offers proactive strategies for companies to make the most of the commercial opportunities China has to offer.

With a combined 17 years experience in advising companies on IP protection and commercialization strategies in China and around the world, the authors Rebecca Ordish, IP counsel for Diageo-Greater China and Alan Adcock of Tilleke & Gibbins have teamed up to write this practical guide to intellectual asset management and protection in China.

“It will be surprising for some to hear that China’s current intellectual property (IP) system is less than 30 years old. Although the IP system in China is getting more sophisticated with reasonably adequate laws in place to enforce IP rights, companies wishing to navigate the minefield of conducting business in or with China still need to take proactive steps to protect their IP”, say the authors. Companies face many challenges when they bring their IP to China. The strategies recommended in *China Intellectual Property Challenges and Solutions: An Essential Business Guide* allow companies the chance to commercialize their IP in China while avoiding the inherent risks of participating in this arena.

*China Intellectual Property Challenges and Solutions: An Essential Business Guide* considers China’s transition from the world’s factory to a country that develops and exploits its own IP through local research and innovation. Based on up-to-date laws and
case studies, the book offers practical strategies on how to prepare a comprehensive and customized protection strategy for themselves and their companies.

“Although changes in the IP system are extremely positive, China’s IP regime is still struggling to keep up with the country’s economic development. However, as long IP owners take sufficient steps to secure their IP interests, they will see that it is possible to maximize business opportunities while minimizing IP risks”, say Ordish and Adcock.

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Table of Contents and additional information on the book is available on: http://as.wiley.com/WileyCDA/WileyTitle/productCd-0470822759.html

About the Authors:

Rebecca Ordish has over seven years experience advising clients on intellectual property protection and commercialization strategies in Asia, the last three years spent on the ground in China. She spent four years working for Baker & McKenzie, one of the world’s largest international law firms, before joining Rouse & Co International in Shanghai. She is currently the Intellectual Property Counsel - Greater China for Diageo, the world’s largest alcohol beverages company with brands such as Johnnie Walker Scotch whisky, Smirnoff vodka, Guinness beer and Baileys Irish cream liqueur.

Alan Adcock has practiced intellectual property law for ten years, all of which has been exclusively devoted to practice in China and Hong Kong. Currently, a Senior Associate at Tilleke & Gibbins, Alan’s practice centers mostly on the commercial side with experience in IP due diligence, acquisitions, technology transfer and clinical trial work. Alan regularly contributes to journals such as China Business Review, Managing Intellectual Property, Global Intellectual Property Asset Management Report, Asialaw and E-commerce Law & Policy. Alan is regularly named by Asialaw as a Leading Lawyer in the field of intellectual property and serves on the the Council of Advisors for the Gerson Lehrman Group for intellectual property matters.

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