



IPKey

CHINA



INTELLECTUAL PROPERTY:
KEY TO INNOVATION, ECONOMIC GROWTH
AND COOPERATION

www.ipkey.eu



Funded by the European Union



Directed by the European Commission, IP KEY is
implemented by the European Union Intellectual Property Office (EUIPO)

About IP Key

The European Commission is aiming to continuously improve the protection and enforcement of IP rights in third countries by implementing three new IP Key actions in China, Latin America and South East Asia under the EU Partnership Instrument.

The IP Key initiatives are designed to create a platform for cooperation and to act as a bridge between the EU and its partners for the creation of a reinforced, transparent and fair international IP landscape.

The IP Key projects started their implementation on September 2017 with a total combined budget of over EUR 20 million for a period of 48 months. The average contribution by EUIPO to the three actions is approximately 15%.

About IP Key China

The **IP Key China Action** is an international cooperation project in the field of intellectual property (IP) directed by the **European Commission** and implemented in **China** and **European Union** by the **European Intellectual Property Office (EUIPO)**. IP Key China builds on a long and productive history of EU-China cooperation programmes on IPR: IPR1 (1999-2004), IPR2 (2007-2011) and IP Key Action (2013-2017).

Objectives

- **Promote progressive convergence** between China and European Union IPR legislation
- **Encourage IPR protection and enforcement standards alignment**
- **Best practices** sharing and implementation
- **Contribute to greater transparency** and fair implementation of the IPR protection & enforcement system
- **Discourage any protectionist market access barriers** through the misuse of IPR legislation
- **Improve the IPR environment**
- **Increase political and public awareness** of the importance of IPR protection



IP Key Benefits for Businesses

- Access to information
- Improved IPR protection
- Technical expertise and experience
- Knowledge sharing
- Innovative tools and databases
- More transparent and efficient IP rights registration and enforcement system



Let's work together

What kinds of activities are available?

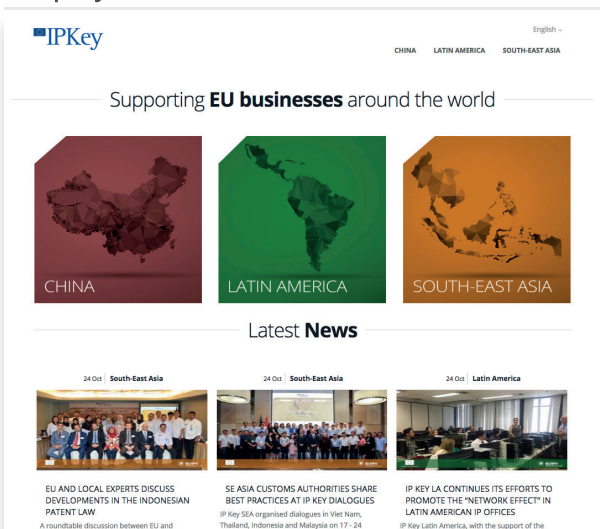
- **Gathering knowledge:** Studies, statistics, policy analysis, legal evaluations
- **Learning & sharing:** conferences, seminars, round-tables workshops, peer-to-peer exchanges, trainings, study visits
- **Sharing Innovation:** technical support and advice (IT tools)
- **Informing:** publications, press releases, newsletters, factsheets, etc.

To find out more:

 @IPKey_EU  IPKey channel

 www.linkedin.com/company/ip-key/

www.ipkey.eu



The screenshot shows the IPKey website homepage. At the top left is the IPKey logo. On the top right, there is a language selector set to "English" and three regional navigation links: "CHINA", "LATIN AMERICA", and "SOUTH-EAST ASIA". Below the navigation is a horizontal line with the text "Supporting **EU businesses** around the world". Underneath this are three large, stylized maps representing the regions: China (dark red), Latin America (green), and South-East Asia (orange). Below the maps is a "Latest News" section. It features three news items, each with a date and a thumbnail image of a group of people in a meeting. The first news item is dated "24 Oct" and is about "South-East Asia", titled "EU AND LOCAL EXPERTS DISCUSS DEVELOPMENTS IN THE INDOONESIAN PATENT LAW". The second news item is also dated "24 Oct" and is about "South-East Asia", titled "SE ASIA CUSTOMS AUTHORITIES SHARE BEST PRACTICES AT IP KEY DIALOGUES". The third news item is dated "24 Oct" and is about "Latin America", titled "IP KEY LA CONTINUES ITS EFFORTS TO PROMOTE THE 'NETWORK EFFECT' IN LATIN AMERICAN IP OFFICES".

To get involved

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