



**IP era
has come!**

Are you ready?

IP时代经已来临

您准备好了吗?

Prominence 天美

IP Strategy Planner 知识产权战略

Go East or West

Explore

the power of
Intellectual Property

横贯东西 拓展知识产权力量



We stand
at the
intersection of
East and West.

我们站在东西方
的交汇点，
以敏锐触角拓展
您的全球IP领域。

天下. 无处不美



Company Profile

Established in 2006, we are a state-approved trademark agency located in Shenzhen, the beautiful city in South China. Our company is owned and managed by qualified lawyers in Hong Kong, who have many years of experience in intellectual property laws. We benefit from the unique China-Hong Kong qualification and understanding of Western and Chinese cultures.

We are particularly experienced in handling trademark portfolio development, protection and enforcement. We cover contentious, non-contentious and commercial cases. We are strong in enforcement strategy and execution against infringement and counterfeits through legal, administrative or judicial means. Cross-border protection measures are also our specialized area of service.

Over the years, we have established a strong network in China and other countries. This enables us to offer one-stop comprehensive services for exploitation and protection of intellectual property rights.

Mission and policies

- To act in clients' best interests.
- To adhere to the highest standard of professional ethics.
- To build a long-term mutually beneficial relationship with clients.
- To work pro-actively in a cost-effective manner.

公司简介

本公司是一家涉外商标及知识产权专业服务机构。总部设在深圳，由有多年知识产权法律经验的香港执业律师管理。本公司接受国内外客户委托，办理商标及知识产权业务，及其相关的商业、投资、税务等案件，目标是提供一站式服务予不同企业，协助国内外客户在市场推广、宣传或销售过程中有效地处理知识产权法律问题，得到客户长期信任和支持。

本公司在保护知识产权、打假及不公平竞争等累积了丰富经验，曾代表多家跨国企业运用知识产权巩固其市场地位，发展业务，使其业务多元化，其中部份商标更获认定为中国驰名商标。

随着国家经济发展，国内企业纷纷进行国际化，对在国外保护知识产权的需求不断提高，本公司积累多年经验，在世界各地建立了战略合作伙伴网络，提供经济而有效的服务，使客户在市场推广过程中事半功倍。

理念与使命

以客户利益为先

专业严谨，简洁高效，诚信至上

巩固知识产权价值，发挥业务增值潜力

提供一站式，全方位知识产权服务



Mini, Maxi

&

Succeed!

Minimize risk. Maximize result.
Enjoy sustainable growth.

減低風險，最大增值，成就未來

Transforming your
IP and elevating the
market edge. IP is
your valuable asset.

守. 就是攻
知识产权就是财富,
守护及发展知识产权
就是战略!

您可有让别人,
无声无色地
偷走您的无形资产?



Professional Services

We work with our clients to understand their objectives, develop strategies and work out implementation plans. Through our experience and expertise, we strive to protect clients' interests in a cost-effective fashion. We are equipped with the latest computer technology, ensuring every matter in our care is closely monitored.

Trademarks
Copyright
Patent
Design
Utility Models
Trade Secrets
Enforcement
Domain Name Disputes
Online Infringement
Border protection
Foreign Direct Investment
Licensing
Franchising
Merchandising
Technology-transfer
Valuation of IPRs

专业服务

我们以专业知识及多年涉内、涉外经验，协助企业在国内及国际市场上站稳脚步，进而打出名望，保障他们的知识产权，免受侵扰，避免损失，巩固产权价值及发展潜力。我们更配备有先进电脑网络管理系统，确保快捷准确服务质素。

商标
版权
专利
外观设计
实用新型
商业秘密
知识产权使用许可
特许经营
知识产权转让
推销规划
知识产权估值
维权打假
反不正当竞争
域名注册及争议
网上侵权
知识产权海关备案与保护

A stone path leads across a stream, with the water reflecting the surrounding environment. The path is made of rectangular stones, and the water is dark and rippling. The overall scene is serene and suggests a journey or a path that is not straightforward.

Easy but not simple.

Step by step. We guide
you through the path.

容易，
但不简单

您需要有洞察力的知识产权战略

Discover the
invisible and beyond

突破无形
超越界限

冰山底下
有多深？

让我们一起见证无形资产的力量

IP Strategies

China has formulated a National IP Strategy to improve the capacity to create, utilize, protect and administer IP. China has been refining IP legal environment and strengthening enforcement against infringement. With our hands-on experience, we can guide you through and stay ahead of the changes, step by step. At the same time, China encourages commercialization and utilization of IPRs by local enterprises. Our local and international exposure put us in a unique position to develop plans and suggestions suitable to Chinese and western practices.

Our People

We have a team of energetic, efficient and highly-qualified staff, including PRC and Hong Kong qualified lawyers. We all share the same vision and have the clients' best interests at heart.

知识产权战略

国家知识产权战略目标是把我国建设成为知识产权创造、运用、保护和管理水平较高的国家。我国已在不断完善知识产权法律制度，及建立知识产权执法和管理体制。国家支持企业实施知识产权战略，鼓励企业进行知识产权国际注册，维护权益，参与国际竞争。本公司愿与您同步实现这战略目标。

服务团队

本公司拥有一支精通法律、活力充沛、经验丰富的团队，我们目标一致，诚意为客户提供优质、高效的服务。

Transform IP into Assets

把 知 识 产 权 变 成 财 富

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