The China IPR SME Help desk has launched the first in a series of E-learning modules. The 25 minute module assists SMEs in understanding how to protect their brand and their profits in China by registering, protecting and enforcing their trademark rights.

Written by Help desk experts, the module provides training on all aspects of protecting your brand in China.

- What is a trademark? What can you register and how does it define your business?
- Who should register a trademark? Do you need to register? Why?
- How do I register? The process, costs, time and regulations involved in registering your mark.
- What if you're infringed? What can you do to enforce your rights in China?

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