



INVITATION

ispo china workshop 2007

COUNTERFEITING - PRODUCT PIRACY - BRAND PIRACY

**10th July 2007
8:30 - 11:00 a.m.
at ispo SPORT & STYLE**

The illegal reproduction and sale of sport and fashion goods damages not only the reputation of the manufacturer of branded and licensed goods; they also lead to considerable losses in sales and profits. Product piracy affects companies in all areas of economic life. In order to counteract the illegal imitation of products rapidly and effectively, it is vital to know the legal framework as well as to identify the right strategy.

ispo china offers guidelines and answer questions for sports brands on their way to China. This time two workshops held in English on 10th July 2007 (last day of ispo SPORT & STYLE) will give insights, as well as solutions on counterfeiting starting with a professional presentation on ispo china 08 (24th – 26th February 2008). The speakers have a broad hands-on experience in anti-counterfeiting and doing business with and in China.

**Location: Room B11, first floor in Hall B1 on the Atrium side.
Munich Trade Fair Grounds, Messegelände München.**

How to get to the conference room B11

<p>08:30 Coffee and Snacks</p> <p>09:00 Protection of Intellectual Property in China <i>Johannes H. Weiler/ Meng Zhang</i></p> <p>09:45 Coffee Break</p> <p>10:00 Strategies and Technologies against Counterfeiting <i>Johannes und Stephan von Schilcher</i></p> <p>10:45 Open Discussion</p>
--

Johannes H. Weiler
Weiler Law Firm Partner
Attorney-at-law
MBA (VWA)

Johannes. H. Weiler is the founder of Weiler Law Firm, specialising in Commercial Law, Company Law, Product Liability Law and drafting international Contracts. He gives speeches in Germany, China and Korea. One of his main topics is the "Protection of Intellectual Property".

Meng Zhang
Chinese Lawyer
China Desk, Director
LLM (Munich), LLB (Beijing)

Meng Zhang is co-founder and director of the China Desk of Law Firm Weiler. As a Chinese Lawyer with German Master in Law, Ms. Zhang engages herself in international investment between China and Germany, specializing in Company Law, Contract Law and Intellectual Property.

Johannes von Schilcher / Stephan von Schilcher
Senior Partner/ Partner

Graduate of Georgetown University, School of Foreign Service. Has been in the field of anti-counterfeiting and security issues for 16 years. He also has had a distinguished career in the bank-note printing- and security business.

**WEILER
 RECHTSANWÄLTE**

Weiler Law Firm, founded in 1987, advises small and medium-sized companies and individuals in the area of German and international business law. China-related business is one of the main focuses of its international department. Weiler Law Firm advises companies from Germany and Europe on their business activities in People's Republic of China, and vice versa. In the law firm, German and Chinese lawyers work together for the projects. With its Beijing Office and cooperative local institutions, Weiler Law Firm could accompany the companies from the strategic stage to the implementation phase and will provide continuous support by further on-site consultation.

Joel
 Product and Brand Protection

JOEL Product & Brand Security was formed in 1993 by Johannes von Schilcher, who is still senior partner and managing Director of the firm. Joel Global is a company specializing in consulting and supplying major industry and governments with high-security and exclusive anti - counterfeiting and anti-fraud technology

Organisation: Dennis Hennings ispo china project manager
 Tel: +49 (0)89 949-20165 hennings@ispo.com

Admission for Free. Only for participants of ispo SPORT & STYLE!