

# Intellectual Property Matters Perennial Advisory Service Introduction

There are potential risks in each step of business road, just keep away and prevent for the risks.



# Foreword

---

20 years, 20,000 cases

· 20

20-year experience  
in IP Industry

· 521

521 clients well known  
at home and abroad

23723

23,723 cases, we've done  
each case carefully

# I. Introduction

**01** This service is to provide written or oral consultation and suggestions on trademark, copyright, patent and other intellectual property matters for enterprises. The content of the consultation service covers fully from the establishment, implementation and execution of an enterprise's Intellectual Property strategy, to the registration, maintenance and protection of Intellectual Property rights.





## 02 Advantages of perennial legal advisory service



### Avoid and eliminate legal risks

Only when coming across serious intellectual property problems that can not be solved independently do the enterprises think of consulting professional agencies. Although it is never too late to mend, it is difficult to make up for the direct and indirect losses caused. However, an Intellectual Property legal adviser can check for you in advance, and eliminate Intellectual Property loophole and risks in the embryonic stage. Even if a legal Intellectual Property dispute arises, the result is what the enterprises have expected, rather than an uncontrollable unexpected disaster.



### Much more targeted, high-quality and efficient problem solving approach

Enterprises may have different legal issues involved in daily Intellectual Property matters. When the problems occur, it is not easy to find a real counterpart agency temporarily, which may lead to the risk of improper employment. It is conducive for the professional Intellectual Property legal adviser to grasp full and comprehensive understanding of daily intellectual property legal issues of the enterprise, if there is long-term contact between the legal adviser and the enterprise. Thanks to the full run-in of the two parties, when there is a dispute or lawsuit, it will help the enterprise to deal with it quickly, save expenditure and time cost.



### Build up corporate image and enhance corporate reputation

After hiring perennial Intellectual Property legal adviser, the enterprise can reflect the advisory agency and its professional staff in relevant propaganda, which is very helpful for the enterprise to establish a good image of operating business according to the laws and regulations, and to some extent, enhance the reputation of the enterprise. Meanwhile, it will play a role in promoting the other entities in business communications with the enterprise to be more honest and trustworthy, operate business by laws and regulations.

# 03

If the enterprise entrusts advisory agency for specific services (such as trademark registration, anti-counterfeiting and IP rights protection), the agency will charge extra service fee for the specific services, but can enjoy 10% discount.



## II. Service List

### 1. Daily advisory service

**You always feel free  
to consult us at any time,  
including:**

Oral or written reply, legal suggestions or legal opinions on the daily Intellectual Property issues of the enterprises

Assist enterprises to establish a sound Intellectual Property rights management and protection system

Assist in talks and negotiations of Intellectual Property disputes

Intellectual Property matters training

For detailed service and its quotation info, please contact: [info@bob.org.cn](mailto:info@bob.org.cn)



## 2. Customized service

Those who choose the advisory service can also extend specific service items according to the actual needs. The following services will be charged additionally.

For detailed service and its quotation info, please contact: [info@bob.org.cn](mailto:info@bob.org.cn)

Service items	Need or not	Description of the need
<b>1) Monitor Trademark cybersquatting</b> According to the client's designated trademark and commodities classification, BOB conduct monitoring service on Trademark Office's publication notice and report findings periodically to the clients.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>2) Monitor trade name rush registration</b> Per key words of the client's trade name or trademark, BOB conduct an inquiry survey at SAIC registration database on regular basis and report results to the client, i.e. once a month.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>3) Monitor store signboard infringement</b> According to the trademark or other keywords designated by the client, BOB conduct monitoring survey on sign-board infringement at offline markets, mainly by means of professional software retrieval and supplementary field visits. Report findings once a month.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>4) Monitor online infringement information</b> Given the designated products, BOB monitor fake products links, tendencies, etc at online platforms, covering taobao and its family brand, JD, Pinduoduo, HC360, DHgate and the other e-commerce website. Reporting once a month to the client.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>5) Monitor investigation at offline markets</b> Given the designated products and cities, BOB conduct market survey and report the findings to the client, such as market survey in Beijing, Shanghai and Guangzhou, once a quarter.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>6) Dynamic laws and regulations update push</b> Provide new laws and regulations in Intellectual Property field or in the industry related to the client, once a month.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>7) Litigation judgement monitoring and push</b> Provide litigation info and verdict related to the client's industry or competitors of the client.	<input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>8) Other</b> (fill in freely)		



BOB—to be the most respected  
Intellectual Property service provider.



20<sup>TH</sup>  
BOB

博邦誠信20年

BOB 20th Anniversary

Many thanks for your attention!