



About Us

For brand owners, China market is a dagger with double-edges-- emergence of great opportunity and threatening of rampant counterfeits and IP infringements. Sunfaith IP, organized in 1996 and headquartered in Shanghai, has proved itself a leading IP consultancy as well as a powerful helper in winning the combat of anti-counterfeiting, equipped with its unique preeminence in the following three aspects:

Internationalized practice and localized operation

Starting from a joint-venture with an international background in 1996, Sunfaith IP is endowed with a highly professional and internationalized service perception, and meantime fully recognized the need to retain this strictly international service level, expressed concretely in our open-mindedness, creativeness, all-time customer-oriented principle and strictly disciplined work habits at all levels of our organization.

Restructured as a fully privately-owned enterprise in 1999, Sunfaith IP attains incomparable flexibility in integrity its international practices with the capability of adapting to local social management system and handling relationship with local authorities.

Decorticated as an independent entity from a service division of Sunfaith Group in 2003 shows our decision of retaining our IP focus, an ever-holding devotion to a very clear aim and a genuine commitment to what we know best.

Expertise and “on-the-ground” know-how

Through all these years accumulation, Sunfaith IP not only boasts its

multi-disciplinary team of over 100 specialist lawyers, patent and trademark agents, IP investigators and researchers, but also its unparalleled experience in combining the professional and extensive IPR knowledge with the “on-the-ground” know-how accumulated bit by bit in the practical actions executed by IP investigators, which, in many cases, enables us to obtain a result that would otherwise be difficult to achieve.

Key layout in big cities and strategic distribution of satellite offices all over China

Sunfaith IP is headquartered in Shanghai, with a branch in Beijing and satellite offices in ten major Chinese cities including Guangzhou, Shenzhen, Hangzho Ningbo, Nanjing, Wuhan, Zhenzhou, Chengdu, Xi'n and Urimuqi. We are regularly ranked as a leader in the IP practices in China.

Our geographical growth has been similarly client driven. We have established offices in key areas based on affirm belief that we can add significant value through an on the ground presence. Historically, a major focus has been the markets of the East China, South China, North China and the Center China where our clients have encountered significant issues relating to IP. With the establishment of our Urumchi and Xi'an offices, we have provided more active and effective services for clients in West China..

Our focus of practical, and our solutions of international, as well as our multi-disciplinary capacity and nation-wide network enables Sunfaith IP to list a wide range clients from major multinational brand owners to fast-growing Hi-tech enterprises.



Our services

It has been our ever-holding ideal to provide to our clients a “one stop shop” in relation to all all of their intellectual property needs. The IP services we provide fall into the following five broad categories:

- Litigation and enforcement
- Investigation and research
- Legal and Consulting
- Trade mark and patent agency
- Commercializing IP

Litigation and enforcement

We have many years’ experience planning, coordinating and executing actions to combat IPR infringement and piracy; ranging from opposition and cancellation actions to nation-wide enforcement campaigns. Our extensive experience allows us to incorporate best practice for different areas and product industries.

Anti-counterfeiting

We are renowned for our anti-counterfeiting expertise and have managed many hundreds of enforcement actions (administrative, civil or criminal) throughout China. We have had many years’ experience devising and implementing anti-counterfeiting programme, including in some of the most difficult areas.

Administrative enforcement

One of the most efficient and cost effective ways of enforcing IP rights in China can be to make use of administrative actions. The administrative authorities are able to enforce both trade mark and unfair competition legislation and can stop businesses selling and advertising infringing goods and/or services. In most of the cases, this can be an excellent alternative to filing a civil

action which can be time consuming, expensive, and the results uncertain. We have extensive experience of working with these government officials in China and are able to provide these quick and cost effective solutions to IP infringement.

It is worth mentioning that in the protection of design, we are also expert in carrying out administrative enforcement under the system of Chinese law, where the rights is often indefinite.

Criminal procuration and gang crush-down

It is out of question that criminal procuration, which can not only throw the criminals into jail, but also have a great effect of deterrent, is the most stringent and most effective measure. Criminal procuration appears to be more important in the situation that counterfeit making activities are more systematic and are more organized. After China entered WTO, a series of laws and regulations of intellectual property came into effect or were amended, thus making criminal procuration more realistic and easier to operate.

Sunfaith IP is the pioneer of the practice of criminal procuration. We earn prestige in our business field for we not only laid stress on the practice of such cases very early, but also have handled some well-known criminal cases including cracking down on organized groups of criminals.

Unfair competition

It is particularly common in China where the appreciation of intellectual property rights is still relatively limited, for traders to imitate trade dress or brand names. Consequently we have managed many hundreds of unfair competition/passing off actions and have had a number of notable successes in different product areas.



Customs

Where possible, we try to stop goods before they enter their intended market or when they are passing through often-used transit ports. Customs are well placed to intercept and seize shipments exporting by land, air or sea.

Sunfaith IP attached great importance to the role of import & export intelligence playing on the execution of IPR enforcement in Customs. The unique methodology of information collection and risk analysis has guaranteed for numerous independent clients an efficient and customized solution, as well as providing a sampled service for the industrial group.

Dealing with local authorities and lobbying & government liaison

Ensuring support from the right body at the right level and at the right time can be critical to effective IP protection and enforcement in China. In our experience, working closely with enforcement officials to ensure that they have a greater understanding of the clients rights leads to positive long-term results.

We have extensive experience dealing with the relevant authorities including the Trade Marks Office, the Administration for Industry and Commerce, the Fair Trade Bureau, The Bureau of Technological Supervision, the Drug Administration, the Public Security Bureau, Customs and the Intellectual Property Office.

We have been active in lobbying and government liaison activities for many years and members of our management have served on QBPC and INTA Committees relating to anti-counterfeiting

enforcement, legislation analysis as well as government cooperation relationship. Our staff have spoken at a number of IPR protection and anti-counterfeiting events in Asia region. We have provided numerous client specific technical assistance sessions to government officials.

Investigation and research

Recognizing the essential role played by reliable and accurate information in all IP related matters, since our inception in 1996, we established a preeminent IP investigation and research division and now have a nationwide network of experienced IP investigators working together on a wide range of IP matters. We are careful to ensure our methods comply with the laws and procedures.

Our investigation team is regularly involved in tracking counterfeit product to source. It also conducts commercial IP investigations, particularly in the context of IP audits and due diligence, trade mark investigations and domain name recovery investigations.

Enforcement related

Our services range from simply finding an infringement or counterfeit through to full market surveys to assess the market penetration of counterfeiting networks – source producers, importers/exporters, and organizers.

In addition to facilitating raids and track the source factories in China, we also frequently track back to the overseas organizers and intercept and seize shipments in Chinese ports.

Commercial related

We provide a wide range of commercial enquires, including competitor research, background check and due diligence. Such



analysis can be extended to an entire industry sector through research of market presence, produces and trade flows. The risk can be controlled through checks into the business operations of existing and prospective partners.

Registration related

We conduct trademark and domain-name usage enquires through both market surveys and thorough but delicate investigation of existing owners. We can also negotiate purchase of IP rights at minimum price, under the name of low-profile third-party “front shop”.

Legal and Consulting

Legal

We provide a full range of IP legal services in association with **KeVins & Partner**, both contentious and non-contentious.

Our contentious teams specialise in the enforcement of all forms of intellectual property, using the most effective means in China. In addition to the courts litigation, we make full use of administrative and other bodies, including customs, and of alternative dispute resolution, procedures wherever appropriate.

On the non-contentious side, our lawyers are specialists in negotiating and drafting licenses and other commercial agreements relating to all forms of intellectual property. We help our clients protect and maximize revenue streams from existing intellectual rights, and acquire and dispose of rights.

Commercial

Our commercial services cover all types of corporate commercial matters including setting up companies, drafting and

negotiating all kinds of local and international, commercial and technology related agreements including licenses, manufacturing agreements and so on.

IP registration

We help clients secure registration of their trade mark, patent and design rights in China, dealing regularly with the Trade Marks Office, the Trade Mark Review and Adjudication Board, the State Intellectual Property Office and the Patent Review Board.

Our trade mark agency practice provides a full range of trade mark searching, filling and prosecution as well as portfolio management. Our patent practice covers a full range of services from drafting claims through to filing applications and onto advising on protection, licensing and other exploitation.

We also help clients obtain additional protection by recording their IPR with Customs General Administration and the National Copyright Administration.

IP Commercialization

The WTO entry of China and its growing role of becoming the “world factory” has increasingly enhance the needs fro IP commercialization, this involves services relating to the commercial exploitation of IP. It includes, trade mark and patent licensing, contracts covering manufacturing and technology transfer, supply chain management, distribution, software development, e-commerce, IP due diligence and general IP advice and strategic IP planning.

Sunfaith IP is already on the way – we have handled several cases of national licensing programs in China, and for all our accumulated expertise, we are ready to go further.

