

## OUR PROFILE

**CHINA SUNBOW & ASSOCIATES**, duly registered in Shanghai, People's Republic of China, is a medium-sized national legal advisory firm for Chinese law practice, providing professional legal advisory services for clients both at home and abroad with more emphasis on Chinese intellectual property and commercial laws. Mainly operating in Shanghai, the most modern commercial city in China, we can provide professional legal advisory services across the region. We are mainly divided into two practice units, namely Intellectual Property Laws Practice and Commercial Laws Practice. We have been advising many reputable Chinese enterprises as well as other international companies from a wide spectrum on their intellectual property and commerce related legal business in mainland China.



We have accumulated rich and valuable experience in counseling and assisting foreign clients with the prosecution of various trademarks, patents and copyrights, including the protection and

enforcement of the aforementioned. We also counsel and assist foreign clients in making direct investment in mainland China, merging and acquiring Chinese domestic enterprises, doing trade with Chinese enterprises, and resolving various commercial disputes in China. In addition, we further render professional legal service on labor and employment issues, as well as on regulatory compliance, governance and restructuring of various foreign invested enterprises in China. We have assisted many foreign enterprises having set up and operated business in mainland China, particularly establishing joint ventures ("JV"), wholly foreign owned enterprises ("WFOE"), representative offices ("RO"),

as well as having merged and acquired domestic enterprises in China, particularly in Shanghai and its neighboring provinces.

In order to better meet and serve our clients' multiple legal needs in different jurisdictions, we have established strategic associations with many intellectual property firms, law firms and other professional firms in other jurisdictions so as to provide our clients with effective one-stop solutions. No matter you are individuals, or small, medium-sized or large international enterprises, we attach an equal importance to your economic interests in China. Our success and expansion rely on our clients' success of the business operation in China.



Our clients will benefit from our legal services on the basis of our

- familiarity with PRC intellectual property laws and commercial laws
- excellent relationships with Chinese governmental authorities and acquaintance with their practice
- know-how on their products, services and markets in China
- excellent legal services delivered by our associates based on individual cases
- consecutive representation of their interests.

Each of our associates will strive to provide high quality legal services and make greatest contributions to our clients' economic interests in China.

## OUR MISSION

We are also dedicated to become the market leader and one of the most professional legal advisory firms in China in the practice of Chinese intellectual property and commercial laws through our continuous efforts, providing high quality legal services to our clients in those sectors at competitive prices.



Chinese laws are complex but are also flexible in practice. Chinese governments promulgate various regulations from time to time to supplement operation details to laws. So Chinese local practice often varies from regions to regions. Before setting up business operation in China, foreign investors shall first know Chinese legal system and

regulatory policies so as to assure their business operation in China succeed. Our mission is to provide comprehensive legal analysis and design ideal transaction structures complying with Chinese laws and regulations for our foreign clients' business operation in China.

In the modern cross-border transactions, intellectual property is often closely connected with other commercial businesses. Apart from intellectual property prosecution and enforcement, more and more commercial legal services are required during the transactions. We are therefore dedicated to provide comprehensive one-stop cross-border legal services both in Chinese intellectual property and commercial laws, particularly legal service relating to foreign direct investment, mergers and acquisition, international trade, disputes resolution as well as labor

and employment issues to our clients both at home and abroad.

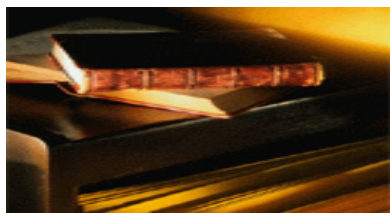
Each of our success is dependent on the expending know-how and efficient services of our associates as well as the values of our founders: *high-quality, innovation, international standards, reliability, solution-orientation, prompt service and vision*. Therefore, we also dedicated to expand our legal know-how and insist on our core values so as to assure success of our clients' business operation in China.

Since in modern commercial society, many enterprises have global presence and their business in each corner is integrated. Their business operation in China shall be viewed from their global strategies. Our foreign clients' legal needs are multiple and challenge our service scope. Therefore, we are also dedicated to provide legal service beyond the nation through establishing closely associated working



relationships with more and more domestic and foreign intellectual property firms, law firms and other professional firms on the basis of our values and expending more and more international exchanges.

## OUR RANGE OF SERVICES



**China Sunbow & Associates** advises on every aspect of Chinese intellectual property laws (trademarks, patents and copyrights), including but not limited to

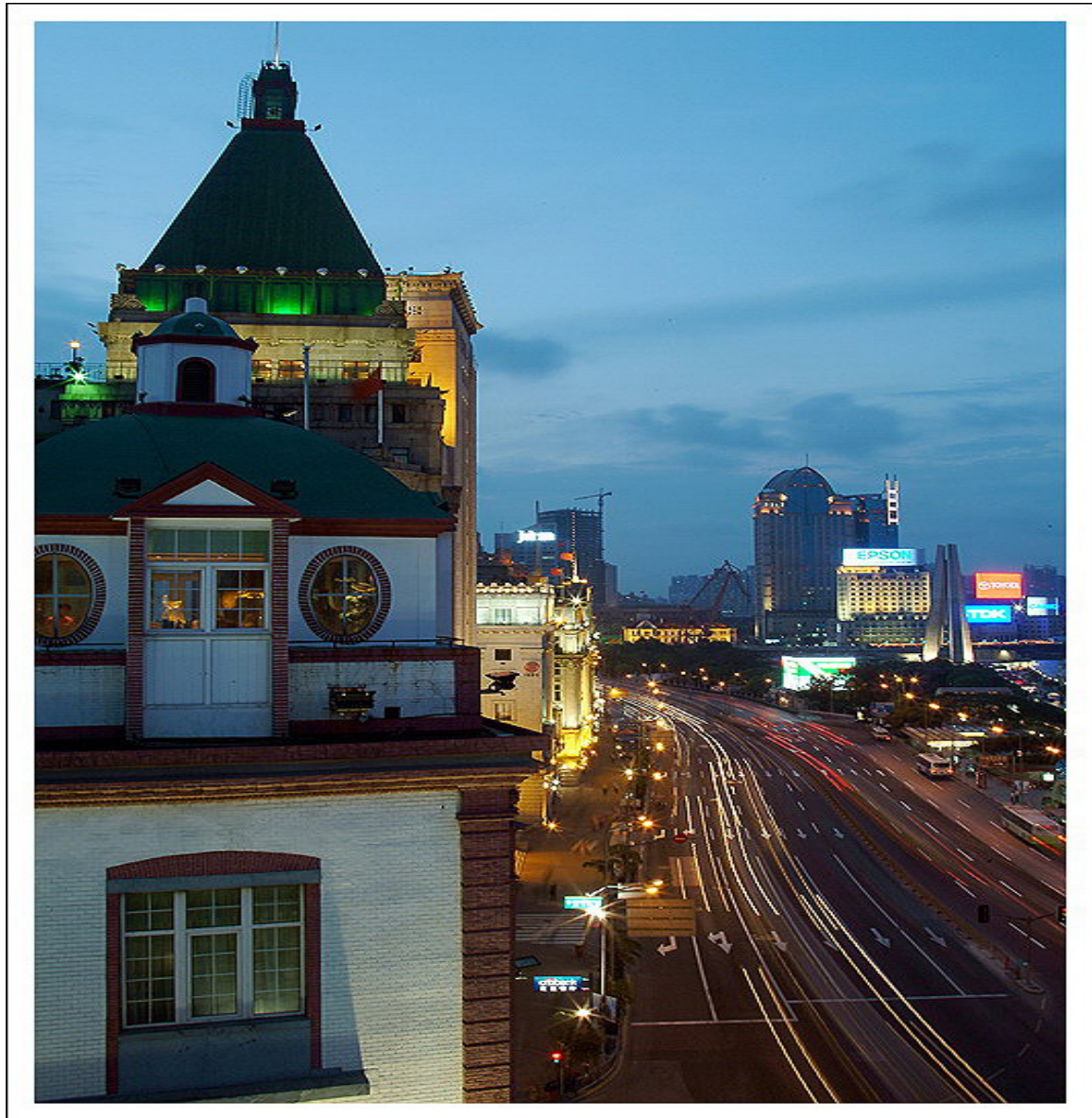
- Trademark and Patent Search, Drafting, Registration, Prosecution, Maintenance, Watch and Litigation
- IC Layout Design
- Registration of Computer Software and Domain Names
- IP Consultation & Strategy
- IP Due Diligence
- IP Protection & Disputes Resolution
- IP Transfer, Recordal and License
- IP Administrative Enforcement and Custom Protection
- Unfair Competition
- IP Investigation & Anti-counterfeit
- IP & Other Legal Based Translations

Apart from practice in Chinese intellectual property laws, we also advise various Chinese commercial laws in the fields of

- Foreign Direct Investment
- Transactions, Mergers & Acquisitions
- Corporate Compliance, Governance & Restructuring
- Real Estate & Construction
- International Trade
- Distressed Debt & Insolvency
- Labor & Employment
- Custom & Insurance
- Arbitration & Disputes Resolution



We are continuously expanding our know-how and practice in these fields so as to fully meet the expanding legal business needs of our domestic and foreign clients.



## OUR CLIENTS



Due to our consistent tailor-made high quality legal services, we are serving more and more medium and large-sized domestic and international enterprises which cover the fields of

- Chemical and Biochemical Industry
- Pharmaceutical Industry
- Electrical, Electronic and Telecommunication Industry
- Mechanical Engineering Sector
- High-tech Information Technology Industry
- Optics and Optoelectronic Industry
- Material Engineering Sector
- Computer and Software Related Industry
- Automobile Industry
- Semiconductors Sector
- Applied Physics
- Real Estate, Construction and Leasing Sector
- Holding Company
- Insurance
- International Trade Related Import and Export
- Equipments Import and Plant Construction
- Power and Water Sector
- Logistic Industry
- Transportation Industry
- Hotel Management
- E-Commerce

We are also keeping a close eye on the development of technologies and the changes made to the Chinese laws and regulations concerning these sectors so as to provide the most up-to-date legal services to our expanding clients.



## OUR ASSOCIATES



**China Sunbow & Associates** is proud of its highly qualified associates who have a wealth of experience in all areas of Chinese intellectual property laws including filing, prosecution, licensing, franchising, administrative enforcement and judicial protection of trademarks, patents and copyrights, as well as in other areas of

Chinese commercial laws, including but not limited to foreign direct investment, mergers and acquisitions, international trade, corporate compliance, governance and restructuring, labor and employment as well as various disputes resolution.

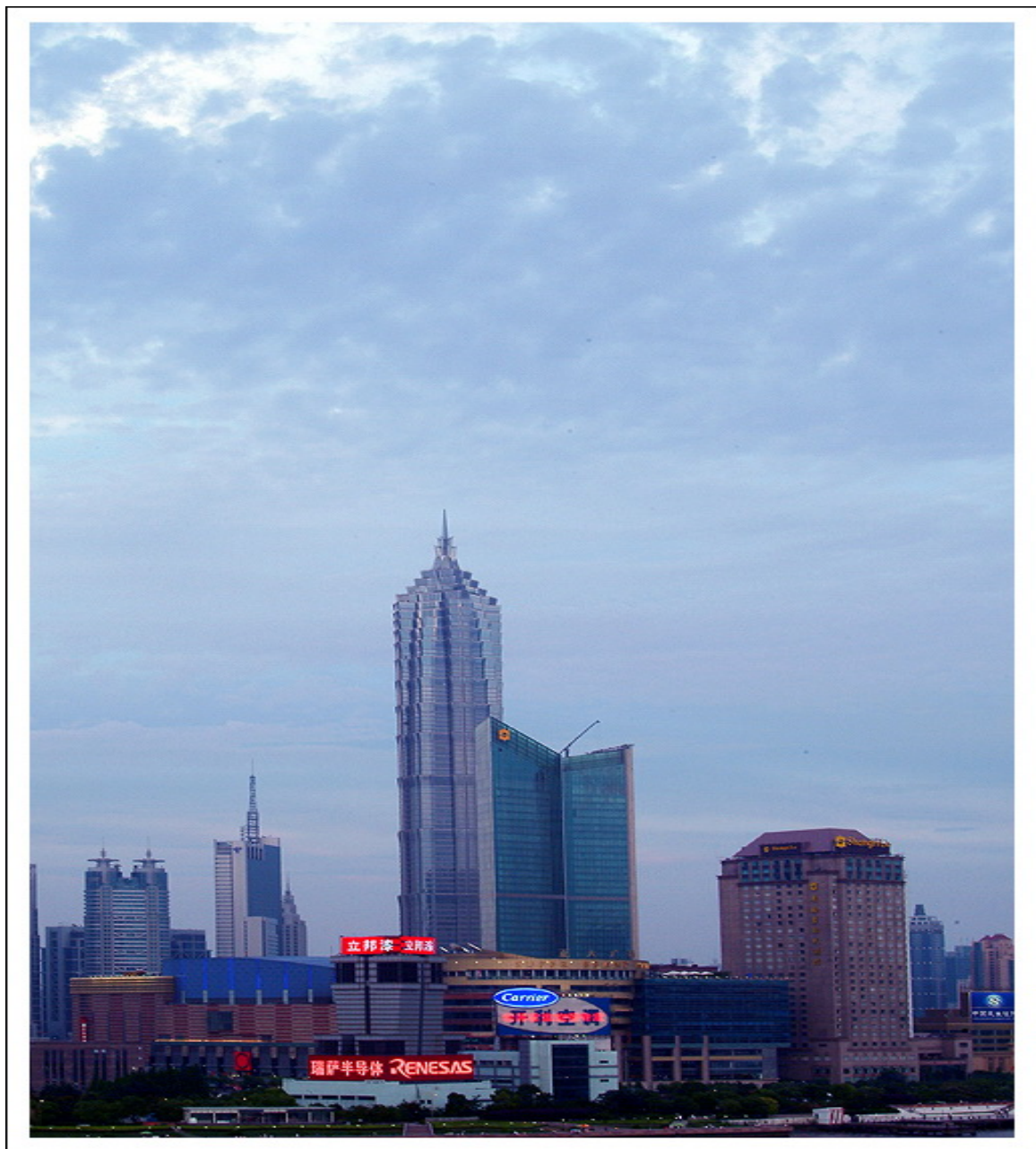
The proficient legal services provided by our associates with their expertise in intellectual property and commercial laws, knowledge of up-to-date and sophisticated technologies as well as rich professional experience guarantee the economic interests and further assure the utmost satisfactions of our domestic and foreign clients.

Our associates have been active practitioners in Chinese intellectual property and commercial laws for many years. The majority of our associates graduate from top Chinese law schools with honors or from overseas universities in law and science majors. They have practiced Chinese intellectual property and Commercial laws in large top tier domestic intellectual property law firms and international law firms for a long period prior to joining China Sunbow & Associates. A number of them have also practiced in other jurisdictions for years or had been



trained in other law firms overseas before joining in our firm. All of our associates and paralegals are fluent in English and Mandarin and Chinese dialects. English is our working language. Therefore, our associates can provide high quality legal service in the same way and standard as that adopted by international law firms.

We will send our associates to our foreign associated law firms or intellectual property firms for exchange and professional training. We also accept foreign attorneys to our firm for exchange and Chinese law practice.



**THANKS** for your careful and patient reading our firm's brochure.

Whether you are a leading multi-national company, a small or medium-sized enterprise or even an individual, protecting your economic interests in China is equally important to us.

We are always willing to establish close strategic business relationships with more and more foreign intellectual property firms, international law firms, consulting and accounting firms as well as multi-national enterprises so as to comprehensively protect the economic interests of our domestic and foreign clients in China to the utmost.

We are fully ready to provide legal services to you in China at any time.

To obtain further information on China Sunbow & Associates, please contact



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