

Intellectual Property Licensing in China

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The China market beckons. Opportunities for technology companies increasingly involve products being made, and innovation taking, in China. For US technology owners, it often means imparting technology and know-how to subsidiaries, joint ventures and business partners in China. Through its domestic innovation policies and government procurement rules, the Chinese government is making it all the more essential for there to be a technology licensing component in greenfield investments in China and for US companies to sell their products to the biggest customers in China.

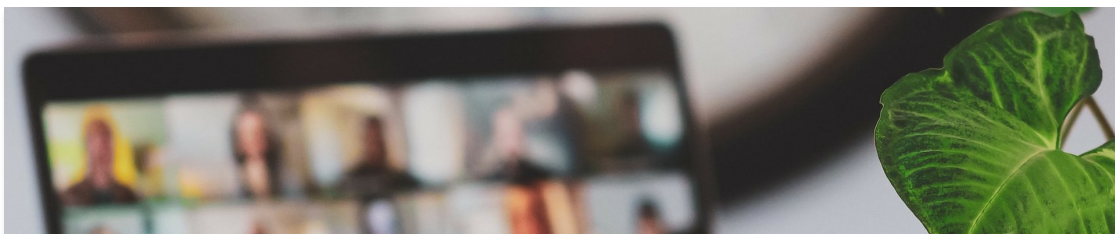
WilmerHale Partner Simone Yew will be a featured panelist. Join the panel of seasoned China licensing experts to gain a better understanding of how US companies can make the most of the opportunities arising from China's insatiable appetite for technology.

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