

## Intellectual Property



### How we help

*Our broad IP knowledge base, combined with the technical backgrounds of our lawyers, help us to advise clients on the increasingly complex IP problems faced by modern businesses.*

*At Deacons, we understand what is at stake and take a multidisciplinary approach to helping you protect your IP, develop your business and increase your competitive edge.*

*We work with many leading global brands – represented almost all of the world's top 100 brands as identified by Interbrand PLC – as well as leaders in the technology, advertising, entertainment and pharmaceutical fields so, in trusting Deacons, you are in excellent company.*

### Who we are

Deacons is Hong Kong's own world-class law firm, and our award-winning practice is one of the region's leaders in the area of intellectual property.

The largest full-service independent law firm in Hong Kong, we are also the longest established. Since 1851, we have been developing our unique culture, which blends traditional client care with modern technology and working practices. Our integrity and dedication to the highest service standards is matched by our cosmopolitan attitude and commitment to innovation.

Our aim is always to understand our clients' businesses and time pressures, and to act as "trusted advisors" in helping them to take crucial business decisions.

Operating from our Hong Kong headquarters and three offices in Mainland China, we offer clients top quality advice to support their strategic business or personal needs. Our close relationships with Hong Kong's business community, built up over many years, are also a key benefit of partnering with us.

## What we do

We offer a seamless service across Mainland China and Hong Kong covering all areas of contentious and non-contentious IP work including trade marks, copyright, designs, patents, technology, data protection, marketing and advertising, IP transactions and e-business. We have an impressive record of success in precedent-setting litigation cases and enforcement actions in Mainland China and Hong Kong. Our range of services includes:

### Copyright

We advise on all aspects of subsistence, protection, exploitation and enforcement of copyright in Mainland China and Hong Kong, representing both copyright owners and those defending against copyright claims. We recognise the challenges and opportunities arising from digital technology and have kept pace with legal developments and new technologies in this complex and fast-moving area.

### Data protection and privacy

Technological developments have changed how businesses collect, hold and use personal data. Protecting your own data and compliance with data privacy laws is crucial. Whatever your objectives or business model, we can provide you with practical risk management advice on all data protection and regulatory compliance issues.

### Designs

The increasing convergence of technical innovation and style means that registering your design rights is an important component of any IP strategy. We regularly advise clients on design protection, exploitation and enforcement in the region.

### Enforcement and litigation

We have decades of experience in advising on anti-counterfeiting strategies and co-ordinating regional and international investigations and enforcement programmes. Our team has also litigated on patent, design, trade mark, passing off, company name infringement, copyright and confidential information matters and won many leading high profile cases.

### Commercial IP advice

Whether you are at the forefront of revolutionary technological developments, own a valuable IP portfolio, or simply looking for ways to add value to your business, we can assist with all commercial IP advisory work. This includes IP audits, local law compliance, M&A, joint ventures and reorganisations, assignments, licences, advertising and marketing, website agreements, technology transfer and software development and exploitation.

## Internet and domain names

We can help to protect and expand your business in the ever-changing digital environment. We represent many of the world's leading ISPs and handle everything from registering domain names to developing online business, advising on innovative business models, cutting-edge IT, internet and e-business issues, including the use of social media, online advertising and mobile marketing.

### Patents

Providing patent advice for over 100 years, our top-ranked lawyers and patent attorneys assist international and domestic household-name brands on searching, filing, managing, enforcing and defending their patent portfolios, as well as providing freedom-to-operate, validity/invalidity and infringement opinions.

### Trade marks

Trade marks are frequently among a company's most valuable assets. We assist with everything from clearance searches, filing strategies, registration, managing portfolios, monitoring trade mark rights, to licensing and assignments, to opposition, revocation, invalidation or cancellation proceedings.

### Media and entertainment

With one of the few specialised practices in the South East Asia Region, we are actively involved in the areas of film, television, music, publishing and advertising. Our clients include major local and international film studios and broadcasters, music publishers and recording companies, advertising and PR companies, publishers and new media companies.

### Confidential information and trade secrets

Confidential information and trade secrets are important assets. We have the experience to help you identify your valuable information, put in place appropriate policies and processes to protect confidential information and trade secrets. If breaches do occur, we will take swift and effective action to minimise the damage.

## What we've done

Naturally you want to know that we have the experience to handle your work swiftly and effectively. Our wide-ranging experience includes:

- Advising **a leading international advertising conglomerate** in relation to innovative social media campaigns
- Prosecution of patent applications across Asia for **a world leading chemical company** in the area of chemicals, plastics, performance products and agrochemicals
- Advising **a public health authority** on generic drug procurement, IP-related matters in respect of clinical trials and WTO compliance in respect of government tender procurement
- Advising on trade mark protection, applications, oppositions, and negotiating agreements for **one of Hong Kong's largest publicly listed Chinese-language print media companies**
- Advising on complex negotiations with **major US studios** in relation to the pioneering launch of digital cinema systems across Asia
- Successfully acting for **an international luxury brand** in a trade mark infringement and passing off action against a family member
- Assisting **a world leading high-performance sports optics company** in a complex Chinese trade mark enforcement programme including conducting administrative actions through the AIC and Customs and dealing with complaints on a Chinese popular e-commerce website
- Representing **a world leading ISP** in an appeal before the Privacy Commissioner

Whatever the area, we will have the right person to help you.

## What they say about us

We are proud that so many independent commentators have chosen to present us with prestigious awards.

Some recent examples include:

- Ranked Band 1 in Intellectual Property in China (International Firms) by Chambers Greater China Region (2016 – 2024)
- Ranked Tier 1 in Intellectual Property in Hong Kong by The Legal 500 Asia Pacific (2016 – 2024)
- Recognised as a Top Tier firm in Hong Kong for “Enforcement and Litigation” and “Prosecution and Strategy” by World Trademark Review 1000 (2016 – 2024)
- Recognised as a Top Tier firm in Hong Kong for “Patent Litigation” (2018 – 2024), “Patent Prosecution” and “Patent Transaction” (2019 – 2024) by IAM Patent 1000
- Winner of “Hong Kong Firm of the Year” Award by Benchmark Litigation Awards Asia Pacific (2022) and recognised as a Top Tier firm for “Intellectual Property (Hong Kong)” (2021, 2023 – 2024)
- Recognised as a Top Tier firm “Trade Mark Prosecution”, “Trade Mark Disputes”, “Patent Prosecution”, “Patent Disputes” (2019 – 2023) and the only firm in Hong Kong ranked Tier 1 in “Copyright & Related Rights” (2020 – 2023) by Managing IP: IP Stars
- Winner of “Hong Kong Copyright Firm of the Year” Award (2022) and Winner of “Hong Kong Patent firm of the Year” Award (2023) by Asia IP
- Winner of “IP (Patent) Firm of the Year” Award (2015 – 2017 and 2019 – 2021) and “Hong Kong Law Firm of the Year” Award (2015 – 2017, 2019 and 2021) by China Business Law Journal
- Winner of “Hong Kong Trademark Firm of the Year” Award (2019 – 2020) and “Hong Kong Patent Firm of the Year” Award (2020) by Global IP Awards, publishers of IAM and World Trademark Review (WTR)
- Winner of “Intellectual Property Law Firm of the Year” Award in Hong Kong by In-House Community (2018 – 2019, 2021, 2023)

Prestigious independent publications such as *Chambers Asia-Pacific* notes our practice “combines one of Hong Kong’s largest and most established teams with a solid presence in the PRC”. Respected industry publication, *Managing Intellectual Property*, has ranked our trade mark, patent and copyright practices Tier 1 in its independent directory every year since 2008.

Want to know more?

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