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KOLSTER®

TANGIBLE RESULTS FROM INTANGIBLE RIGHTS®

Experiences of Finnish F&B companies in brand protection in China

Kolster China Desk™

Sino-Finnish Seminar on Food
Regulation in the Digital Age

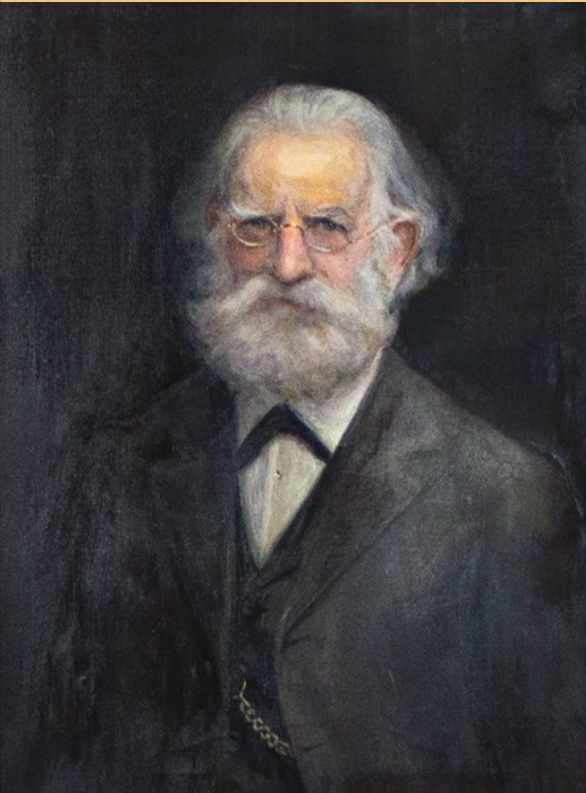
Helsinki, 28 August 2018

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Kolster is an IP expert with 144 years of experience, making us one of the most experienced IP specialists in Europe.

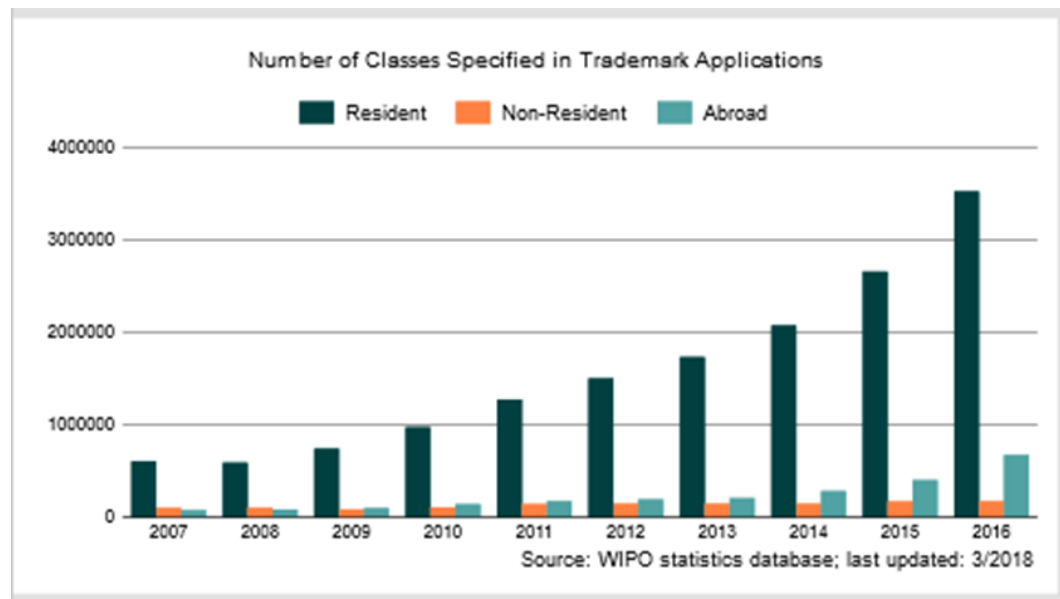
Mr Rudolf Kolster, founder of the company in 1874

**Origins of branding can be
traced back to ancient China
in 2700 BC**

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IPRs related F&B products

- Trademarks (name of the product, logos, labels, colors, slogans, 3D images of the packaging or product)
- Copyrights (logo, label, marketing material)
- Design patents (shape of the product or packaging)
- Geographical indications (GIs)
- Domains



Trademarks from trade barriers to creator of business value

- Register trademarks and other IPRs as early as possible
 - Localization of brand
 - Online sales platforms
- Utilize the IPRs in products, packaging and marketing material
- Monitor the market
 - New trademark applications filed by competitors and possible counterfeits (infringement of your IPRs)





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