



SunFaith IP Service – Fact Sheet

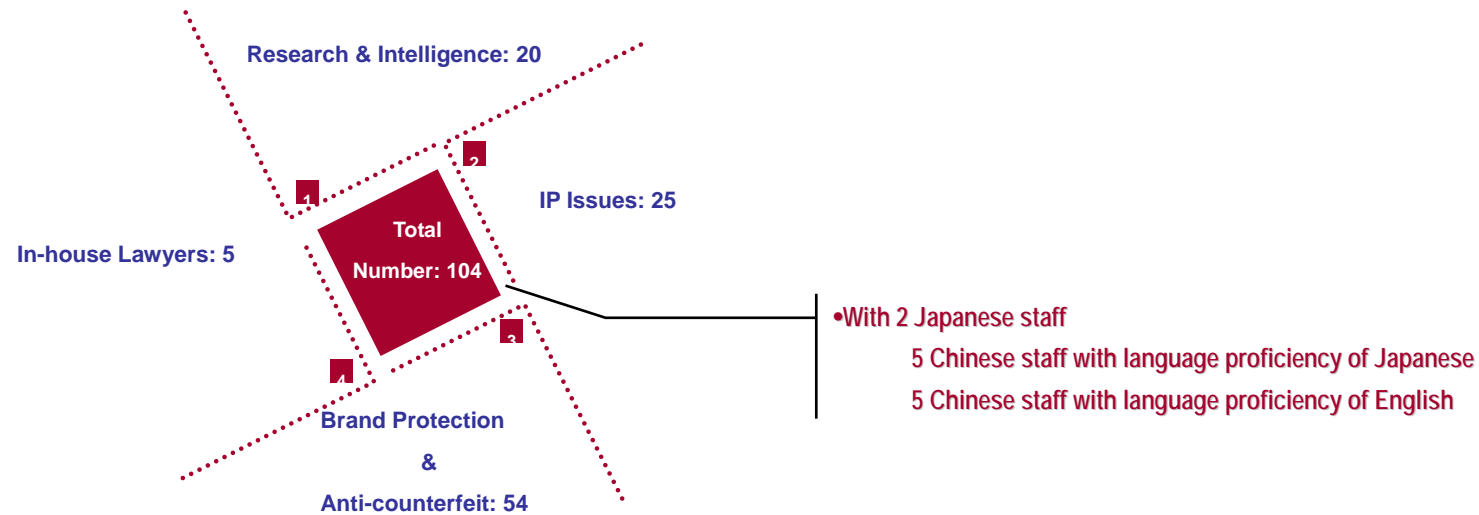
● General Information

Company Name	SunFAITH China Ltd.
Headquarter	Suite G, 10F, Alison International Tower No.8 Fuyou Road.The Bund South, Shanghai 200010, PRC
Tel.	(86)-21-63343636
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Email	public@sunfaith.com
Website	www.sunfaith.com
Major Clients of IP Service	Philips, Epson, Dow Corning, Bandai, Toshiba, Sanyo, Osram, AMP, W.L.Gorge, Lafarge, Johnson & Johnson etc.
IP Practice	IP status research of the industry ; government relationsp and strategy consultant ; law enforcement of anti-counterfeit (Customs border protection and criminal litigation) ; the administrative law enforcement of franchise and outer package designing;
Year of Establishment	1995.11

● **Directors for Sunfaith IP Service**

Name	Tel.	Fax	Email	Notes
Sun Kai (Kevin Sun)	86-21-63343636	86-21-63343066	kevin_sun@sunfaith.com	legal representative; Bachelor of Engineering; Master of Economics; MBA; Director of AIPPA China Branch, Director of Shanghai Drug Quality and Safety Association, Director of Shanghai IP Association; more than 10 years experience of IP right and brand protection; had been working in governmental department before setting up the company.
Gu Xuejian	81-3-52967416	81-3-32558621	gu@sunfaith.com	10 years' experience, in charge of Sunfaith Tokyo Office
Wang Jiaming (Frank Wang)	86-10-63305233	86-10-63303699	frank_wang@sunfaith.com	Master's degree, more than 7 years experience
Cui Honghai (Andrew Cui)	86-10-58691654	86-10-58691612	andrew_cui@sunfaith.com	in charge of Beijing office

● Personnel



● Branches and Workstations

Location	Type	Staff Number	Working station	NO. of Investigators	Working station	NO. of Investigators
Shanghai	Headquarter	40	Shenzhen	6	Linyi	3
Beijing	Branch	10	Yiwu	4	Zhengzhou	3
Guangzhou	Branch	9	Ningbo	5	Xian	2
Cambridge(UK)	Branch*	2	Changsha	4	Urumqi	2
Dubai(UAE)	Branch	4	Chengdu	2	Shenyang	2
Tokyo(Japan)	Branch	3	Nanjing	3		

* Also the U.K. Office of Shanghai Technology Assets and Equity Exchange

● IP Service Items

✓ Industry Investigation & Strategy Recommendation

- **Note:** Evaluating the present situation and trend of the industry as well as the IP infringement through systematically industry survey, and assisting clients with making the general strategy plan of IP activities.
- **Case Study:**
 - 1) Providing some famous Japanese inkjet cartridges enterprise with general research on Chinese cartridge industry (80% of the global industry, 200 manufacturers) and the evaluation of the present situation of IP, to assist it with global IP protection strategy.
 - 2) Doing industry research and counterfeit status quo evaluation for two well-known American network companies, and establishing database of manufacturers and the companies on the blacklist.
 - 3) Carrying out investigation of Chinese IP law practice circumstances and researching for the IP protection to foreign enterprises in China for IP Department of a certain Asian country's government.

✓ Government Relations & Public Education

- **Note:** Arrange visits to senior governmental officers, related public education for the clients to solve problems of IP protection, providing consultant service about the legislation procedures of relevant laws. For example: visit the senior officers of central ministries and commissions such as the IP Protection Office of the State Council, Ministry of Commerce, State IP Office, IPR Tribunal of Supreme People's Court, the General Administration of Customs, the State Administration for Industry & Commerce, the Ministry of Public Security and leaders of regional governments like Shanghai, Guangdong, and so on.
- **Case Study:**
 - 1) Helping facilitate a meeting between a famous Japanese toy company's CEO and the vice mayor of Shanghai, where the two parties had a conversation about IP protection;
 - 2) Holding "symposium on the legal issues of using the trademarks of substitutes and recycled product";
 - 3) Our company has sponsored China Customs magazine to set up an IP protection column, to enhance public awareness in this area.

✓ Border IP Protection & Solution

- **Note:** Besides the regular services of Customs IP record and registration, we provide a package of Customs border protection solutions, including: export inspection and screening (monthly) - blacklist identification - Customs information match - Customs training and information

supply - case report - case settling - investigating civil/criminal liability.

- **Case Study:**

- 1) Providing export inspection service and establishing blacklist for three large multinationals in lighting industry, servicing world-wide Customs' judicial activities;
- 2) Providing many Japanese enterprises with packages of Chinese Customs' IP protection plans, which included filing - Customs training - export inspection - blacklist screening - intelligence supply - communicating and case handling;
- 3) As one of the partners of World Customs Organization, we provide its members with service of EU Customs' inspection information match.

✓ **Investigation into and Raid against Anti-Counterfeit Cases**

- **Note:** This is a traditional service item. In 2005, various cases amounted to 471, among which there were 38 criminal cases.
- **Case Study:** Early in 2001, we succeeded in dealing with China's first case of a "group providing equipment for infringement and counterfeit". This case has attracted attention of the Vice Premier and has covered 18 provinces and cities. 8 factories and 20 stores engaging in infringement are involved. More than 10 people being investigated for criminal responsibility and the major infringers were sentenced. This case ranked in the list of "Top 10 sample cases".

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✓ **Unfair Competition Cases**

- **Note:** We are skilled in supporting complaints of unfair competition cases through objective and scientific market survey, especially in area of imitational packing and company name infringement.
- **Case Study:** Aiming at unfair competition problems of "Hong Kong registered bogus companies", we launched a lot of specialized law-enforcing activities, including the nationwide united law enforcement which involved 10 provinces and was the largest activity countering with this problem in the State's history.

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✓ **Franchise/outer package designing Protection**

- **Note:** We are capable of helping clients settle the disputes over the issues of infringement on patent and outer package designing right by using the administrative procedures of the IP Administrations, as well as resorting to litigation.
- **Case Study:** In 2005, for a Japanese corporation, we successfully handled 6 patent infringing cases through the administrative law-enforcing procedure of IP Administration in 4 provinces and cities.

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✓ **IP Due Diligence**

- **Note:** Providing clients with relevant investigations, evaluations and audits in the course of IP right trade, transfer and permission.
- **Case Study:** Helping an international patent organization, and supporting it in withdrawing permission fee through investigating the audit condition of its Chinese franchisee and the industry situation.

● **Raid Achievements:**

Area	Judicial Authorities						
	AIC/TSB	PSB	CUSTOM	ADMINISTRATION FOR IP	COURT	COPYRIGHT	TOTAL
Guangdong	139	12	35	10	1	2	199
Zhejiang	67	9	17	5	1	0	99
Shanghai/Jiangsu	36	5	5	2	1	2	51
Fujian	16	1	3	0	0	0	20
Central China	17	2	0	0	0	0	19
Southwest/Northwest	28	5	0	0	0	0	33
Beijing/North China/Northeast	28	4	2	1	0	0	35
Urumqi	12	0	3	0	0	0	15
TOTAL	343	38	65	18	3	4	471

- ✓ Counterfeiting case of Ningbo lighting industry: Top 10 case in Ningbo in 2005
- ✓ Shanghai counterfeit medical instruments case: Top 10 cases in the country (Counterfeit Countermeasure Organization) ;
- ✓ Counterfeit building materials case in Linju: most serious case in the AIC history in Shandong province; Top 10 case in Shandong;
- ✓ P corporation "Hong Kong registered corporation" case: the biggest case among similar cases in the State AIC;
- ✓ B company cartoon image infringement case: the first case dealt with by Shanghai AIC accompanied with Copyright Office in the name of "unfair competition" and "infringement on copyright";

- Sunfaith Qualifications

国家统计局涉外社会调查A级资格证书

State Statistic Office A Type Certificate for Research and Investigations for foreign and foreign invested companies



Society of Competitive Intelligence Professionals



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