## Conpok康相



Company: Conpak Intellectual Property Limited Name: Ben Kwong Email: ben.kwong@conpak.com Web: www.conpak.com Address: Rooms 05-15, 13A/F, South Tower, World Finance Centre, Harbour City, 17 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong Telephone: +852 2666 2858 Conpak Intellectual Property Limited is a wholly owned subsidiary of Conpak Group. They provide "one-stop" professional intellectual property rights (IPR) protection services, covering trademark registration, patent application, copyright registration, customs recordal, etc.

Boasting a deep and far-reaching talent pool, comprising many of our industry's elite, Conpak Intellectual Property Limited offers rich practical experience combined with extensive knowledge of the laws, regulations and procedures relating to trademark registration and patent application throughout the world. This level of expertise means that, not only are we able to develop appropriate and effective IPR protection strategies for enterprises in line with corporate business development, but by leveraging our responsive and efficient professional services and legal support, we are committed to providing all-round IPR protection for our clients.

Conpak actively cooperates with IPR agencies, law firms, accounting firms, and commercial consultants across the world to facilitate effective and ongoing cross-border business growth. As a company, we strive at all times to uphold our philosophy of "Integrity, Honesty, Mutual Benefit, and Win-win Cooperation", and we look forward to joining hands with organisations and professionals throughout our industry so that we may continue to provide comprehensive and high quality services for our clients.

IP plays a significant role in all M&A transactions, particularly those taking place in IP-intensive industries, such as biotechnology, information technology and chemicals and material. Thus particularly careful attention must be paid to the IP during the due diligence phase in order to avoid re-evaluation, re-pricing or re-structuring of the transaction. When an industry is constantly evolving, we can't afford to stand in the same spot waiting for chances to be presented to us. For this reason, we keep a close eye on the markets, industries and all relevant policy reform so that we are able to constantly develop and sharpen our already impressive business acumen.

Client service is about much more than just understanding a customer's business and providing solutions. It should not only satisfy but delight customers and should, where conceivably do everything possible to transform a client relationship into a friendship. Conpak regards client service as all-important and we are committed to understanding our client's needs and business inside out and responding swiftly to their every need with the most appropriate and value-for-money solutions available. We also make it extremely easy to contact our people via email, telephone or skype and we promise to always reply within 24 hours.

Conpak has deep local roots coupled with a strong global service network, which allows us to better serve our clients wherever they are located. We leverage the geographical advantage enjoyed by Hong Kong, its international vision and the profound knowledge of our professionals to provide equitable and professional advisory services to enterprises from mainland China, Hong Kong and other major foreign countries. Meanwhile, we always pay close attention to any policy changes, carefully analyse the pros and cons facing enterprises and provide the highest quality professional services for our client's benefits.

We have, to date, helped numerous companies in IP application including, in addition to SMEs, quite a large number of listed companies. Moving forward, we hope to be able to assist more western companies seeking to enter the Chinese market while, at the same time, assisting Chinese companies in opening up foreign markets.

