

Danny FRIEDMANN
dannyfriedmann@stl.pku.edu.cn

COURSES TAUGHT

Fundamentals of U.S., EU and China's Trademark Law;
U.S. Trademark Law;
Transnational Trademark Law and GIs;
Fundamentals of U.S., EU and China's Copyright Law;
U.S. Copyright Law;
Transnational Copyright Law;
AI and Copyright Law;
Design Law;
Transnational Intellectual Property Survey.

EDUCATION

PhD in Laws, Chinese University of Hong Kong
LLB and LLM (*Meester in de rechten*), University of Amsterdam
BBA, Nyenrode Business University, Breukelen, the Netherlands

BIO

Dr. Danny Friedmann is Associate Professor of Intellectual Property Law at the JD Faculty of Peking University School of Transnational Law in Shenzhen, China. He also taught at Chinese University of Hong Kong, and Hebrew University of Jerusalem.

He published in student-edited journals; Fordham Intellectual Property, Media and Entertainment Law Journal; Harvard International Law Journal x Harvard Art Law Organization Collaboration Online Scholarship; New York University Journal of Intellectual Property and Entertainment; IDEA; Intellectual Property Law Review.

He also published in peer-reviewed journals: Journal of World Intellectual Property (Taylor & Francis), Journal of Intellectual Property Law and Practice (Oxford University Press); GRUR International; and European Intellectual Property Review (both under the auspices of the Max Planck Institute for Innovation and Competition); Benelux Trade Marks and Design Rights Bulletin; Asia Pacific Law Review; International Journal for the Semiotics of Law - *Revue internationale de Sémiotique juridique*; and *Jus Vini*. His article in the German Law Journal (hybrid of peer-reviewed and student-edited) is forthcoming.

He is a member of the Editorial Board of the Journal of Intellectual Property Law and Practice and is Reviewer at Journal of World Intellectual Property, Asia Law Review, East Asia Forum, and Computer Law & Security Review.

He has served as an External Examiner for LLM and PhD theses at the University of Macau, Faculty of Law, and the University of Strathclyde, School of Law, Scotland, U.K.

ORCID: <https://orcid.org/0000-0003-1212-1427>

PUBLICATIONS

Monograph

- TRADEMARKS AND SOCIAL MEDIA: TOWARDS ALGORITHMIC JUSTICE (Cheltenham: EDWARD ELGAR PUBLISHING, 2015) 370 pp.

Co-Edited Book

- WINE LAW AND POLICY: FROM NATIONAL TERROIRS TO A GLOBAL MARKET (with Julien Chaisse and Fernando Dias Simões) (New York: Brill Nijhoff 2020) pp 807.

U.S. Law Journal Articles

- Sweat and Subjectivity Copyright Impulses, 36 **FORDHAM INTELL. PROP. MEDIA & ENT. L.J.** 170-232 (2025).
- Law of The Digital Domain: Trademarks, Domain Names, And The AI Frontier (with Julien Chaisse) **INTELL. PROP. L. REV.** 442-500 (2024).
- Creation and Generation Copyright Standards 14:1 **N.Y.U. JOURNAL OF INTELL. PROP. & ENT. LAW** 51-119 (2024).
- Law of The Digital Domain: Trademarks, Domain Names, And The AI Frontier (with Julien Chaisse) 64:2 **IDEA** 399-455 (2024).
- Abuse of Trademark Law in Greater China, A brief analysis of the People's Republic of China, Hong Kong, Macau and Taiwan, 47 **CAL. W. INT'L L. J.** 157-192 (Spring 2017).

Peer-Reviewed Law Journal Articles

- *Great Disappearance Acts – Generative Search and Shadow Banning* **GERMAN L. J.** (forthcoming 2026).
- *The Entanglement of BCI, gAI, Art and IP* (with Chen Jun) Conference Proceedings (forthcoming, 2026)

- *Protecting Sacred Art and Identity – From Intellectual Property to Traditional Cultural Expressions* (with Chen Jun) **HARV. INT'L J. x HARV. ART L. ORG. COLLAB., ONLINE SCHOLARSHIP** (2025).
- *Meritocracy of Intellectual Property Within the Bandwidth of Equality: Calibrating the Engine of Creativity, Commerce and Innovation*, **INT'L J. SEMIOTICS L.**, <https://doi.org/10.1007/s11196-024-10201-8> (2024).
- *Geographical Indications in The Era of Climate Change: A Trans-border Solution for a Transnational Challenge*, **1 JUS VINI: J. WINE & SPIRITS L.** 49-66 (2024).
- *Copyright as Affirmative Action for Human Authors, Until The Singularity*, **GRUR INT'L** (Oxford University Press) (Dec. 12, 2023).
- *Jumping from Mother Monkey to Bored Ape: The Value of NFTs from an Artist's And Intellectual Property Perspective* (with Chen Jun) **ASIA PACIFIC L. REV.** 100-122 (2022).
- *The Rational Construction of a Universal Register for Distinctive Wines and Spirits GIs Against Dilution*, **25 J. WORLD INTELL. PROP.** (Wiley) 106-121 (Dec. 2021).
- *Food labels, trademarks and how to prevent the next pandemic*, **16:6 J. INTELL. PROP. L. & PRAC.**, 453-454 (Jun. 2021)
- *Cornucopia of comparative case law: trade mark law in Asia*, **16:2 J. INTELL. PROP. L. & PRAC.** 184-186 (Feb. 2021)
- *Strict liability for OSPs vindicated in the age of omniscience*, **14(7) J. INTELL. PROP. L. & PRAC.** 509-510 (Jul. 2019)
- *The Accountability of the Trademark*, **13(9) J. INTELL. PROP. L. & PRAC.** 679 (Sept. 2018).
- *In Marks We Trust*, **13(7) J. INTELL. PROP. L. & PRAC.** 593–594 (July 2018).
- *IP Protection of Preventive TCM and Precision Medicine in China, Harnessing Holistic Research from Man to Mankind*, **37(1) MED. & L.** 145-162 (Mar. 2018).
- *IP in China Closer to Common Law for the Sake of Uniformity*, **12(8) J. INTELL. PROP. L. & PRAC.** 621-622 (Aug. 2017).
- *The second coming of the public interest into patent law*, **12(8) J. INTELL. PROP. L. & PRAC.** 712-713 (Aug. 2017)
- *First thoughts on Hong Kong's new patent system; second thoughts on its further medical use claims*, **11(12) J. INTELL. PROP. L. & PRAC.** 871-872 (Dec. 2016)
- *The Uniqueness of the Trademark, A Critical Analysis of the Specificity and Territoriality Principles*, **28 (11) EUR. INTELL. PROP. REV.** 678-686 (Sept. 2016).

- [EU opens door for sound marks: will scent marks follow?](#), 10(12) **J. INTELL. PROP. L. & PRAC.** 931-939 (Dec. 2015).
- [The bottle is the message: only the distinctive survive as 3-D community mark](#) , 10(1) **J. INTELL. PROP. L. & PRAC.** 35-42 (co-published with **GRUR INT'L**) (Jan. 2015).
- [The bottle is the message: only the distinctive survive as 3-D community mark](#), 63 **GRUR INT'L** in cooperation with Max Planck Institute for Innovation and Competition) 1195 (co-published with **J. INTELL. PROP. L. & PRAC.** (Dec. 2014).
- [Sinking the safe harbour with the legal certainty of strict liability in sight](#), 9(2) **J. INTELL. PROP. L. & PRAC.** 148-155 (Feb. 2014).
- [How to work within China's IPR enforcement system for trademark and design rights](#), **BENELUX TRADE MARK & DESIGN BULL.** 8-12 (2007).

BOOK CHAPTERS, ENCYCLOPEDIA ENTREES AND SHORT PUBLICATIONS

- *Terroir and Territory, GIs as Expression of Sovereignty in Times of Climate Change*, in CRISTIANA SAPPA (ED.) **RESEARCH HANDBOOK ON SOVEREIGNTY AND DEPENDENCE IN IPRs** (Edward Elgar Publishing, forthcoming 2026).
- [How to distinguish between Creation and Generation?](#), WIPO CONVERSATION 10 ON AI OUTPUTS: TO PROTECT OR NOT TO PROTECT - THAT IS THE IP QUESTION, (Nov. 5 and 6, 2024).
- *Intellectual Property Dimension of the EU-China Comprehensive Agreement on Investment: The EU Approach Against Non-Market-Mediated International Technology Transfer*, in ALEXANDR SVETLINII AND I-JU CHEN (EDS.) [THE EU-CHINA COMPREHENSIVE AGREEMENT ON INVESTMENT, TOWARDS A BINDING INVESTMENT LIBERALISATION](#), 143-167 (Springer, Dec. 2024).
- Entry: 30 [Copyright Law, Infringement by AI Generated Output](#) 124, in RYAN ABBOTT AND ELIZABETH ROTHMAN (EDS.) **ELGAR CONCISE ENCYCLOPEDIA OF AI AND THE LAW** (Edward Elgar Publishing, Cheltenham, Nov. 2025).
- Entries: [Trademark Dilution by Blurring, Tarnishment and Free Riding](#), and [Honest Practices in Industrial or Commercial Matters](#), in PAUL TORREMANS, IRINI STAMATOUDI, PETER K. YU, AND BERND JUSTIN (EDS.) **ELGAR ENCYCLOPEDIA OF INTELLECTUAL PROPERTY LAW** (Edward Elgar Publishing, Aug. 28, 2025).

- *WIPO and TRIPs: In Pursuit of Mitigating the Time Lag in Law Reform Concerned with Technological Developments*, in ASIF QURESHI (EDS.) [LAW REFORMS AROUND THE WORLD: PERSPECTIVES FROM NATIONAL AND INTERNATIONAL LAW](#) 269-278 (Routledge 2023).
- *Revitalizing TRIPs as Global Norm-Setter For Geographical Indications*, in JULIEN CHAISSE AND CRISTIÁN RODRÍGUEZ-CHIFFELLE (EDS.) [THE ELGAR COMPANION TO WORLD TRADE ORGANIZATION](#) 377-396 (Edward Elgar Publishing, 2023).
- [Digital Single Market, First Stop to the Metaverse](#) in KLAUS MATHIS AND AVISHALOM TOR (EDS.) [LAW AND ECONOMICS OF THE DIGITAL TRANSFORMATION](#) 137-189 (Springer 2023).
- [Innovative Foods with Transparent Labels that Will Have the Next Pandemic for Breakfast](#), in KLAUS MATHIS AND AVISHALOM TOR (EDS.) [LAW AND ECONOMICS OF THE CORONAVIRUS CRISIS](#) 315-370 (Springer 2022).
- [Introduction](#) (with Peter Ganea) in CHRISTOPHER HEATH (ED.) [INTELLECTUAL PROPERTY LAW IN CHINA](#) 1-11 (2nd Edition, Kluwer Law International, 2021).
- [Trade Marks and Related Rights](#) in CHRISTOPHER HEATH (ED.) [INTELLECTUAL PROPERTY LAW IN CHINA](#) 153-291 (2nd Edition, Kluwer Law International, 2021).
- [Grafting the Old and New World, Towards a Universal Trademark Register that Cancels Generic IGO Terms](#), in JULIEN CHAISSE, FERNANDO DIAS SIMÕES AND DANNY FRIEDMANN (EDS.) [WINE LAW AND POLICY, FROM NATIONAL TERROIRS TO A GLOBAL MARKET](#) 311–345 (Brill Nijhoff, 2020).
- [An Introduction to Wine Regulation in a Globalized Market: Prospects and Limits of Wine Governance](#) (with Julien and Fernando Dias Simões), in Julien Chaisse, Fernando Dias Simões and Danny Friedmann (eds) [WINE LAW AND POLICY, FROM NATIONAL TERROIRS TO A GLOBAL MARKET](#) 1-32 (Brill Nijhoff, 2020),
- [Oscillating from Safe Harbor to Liability: China's IP Regulation and Omnipotent Intermediaries](#), in GIANCARLO FROSIO (ED.) [THE OXFORD HANDBOOK OF ONLINE INTERMEDIARY LIABILITY](#) 277-294 (Oxford: OUP 2020).
- [Correcting Information Asymmetry Via Deep Consumer Information; Compelling Companies to Let the Sunshine In](#), in KLAUS MATHIS AND AVISHALOM TOR (EDS.) [CONSUMER LAW AND ECONOMICS](#) 151- 176 (Springer 2020)

- *Geographical Indications in the EU, China and Australia, WTO Case Bottling Up Over Prosecco*, in JULIEN CHASSE (ED.) SIXTY YEARS OF EUROPEAN INTEGRATION AND GLOBAL POWER SHIFTS, PERCEPTIONS, INTERACTIONS AND LESSONS (Hart Publishing 2019).
- *Sacrificing the Patentability Standard of Novelty and Industrial Application on the Altar of Incremental Biotech Innovation in Hong Kong*, in ALBERT WAI-KIT CHAN (ED.) BIOTECHNOLOGY IN HONG KONG Volume III (U.S.-China IP Institute, Dec. 2017).
- *TPP's Coup de Grâce: How the Trademark System Prevailed as Geographical Indication System*, in JULIEN CHASSE, HENRY GAO, AND CHANG-FA LO (EDS.), PARADIGM SHIFT IN INTERNATIONAL ECONOMIC LAW RULE-MAKING, TPP AS A NEW MODEL FOR TRADE AGREEMENTS? 273-291 (Springer, Nov. 2017),
- *Rise and demise of U.S. social media in China, A touchstone of WTO and BIT regulations*, in PAOLO FARAH (ED.) CHINA'S INFLUENCE ON NON-TRADE CONCERN IN INTERNATIONAL ECONOMIC LAW (Routledge, Sept. 2016).
- *Paradoxes, Google and China - How Censorship Can Harm and Intellectual Property Can Harness Innovation* in AURELIO LOPEZ-TARRUELLA (ed.) GOOGLE AND THE LAW: IT AND THE LAW (TMC Asser 2012).
- *Enforced Prostitution in International Law through the Prism of the Dutch Temporary Courts-Martial at Batavia* (Nina Jørgensen) in MORTEN BERGSMO, CHEAH WUI LING AND YI PING (EDS.) HISTORICAL ORIGINS OF INTERNATIONAL CRIMINAL LAW (Vol. 2.Brussels: Torkel Opsahl Academic EPublisher, 2014) 331-354.

LEGAL BLOGS

- *Copyright Office as Pivot Between Copyright Holders and AI-Service Providers*, KLUWER COPYRIGHT BLOG (May 15, 2024).
- *Polishing the Golden Rule of International Copyright Protection*, PEACE PALACE LIBRARY (Apr. 23, 2018).
- *China's National IP Strategy 2008: Feasible Commitments or Road to Nowhere Paved with Good Intentions?*, Victoria, Australia: DUNCAN BUCKNELL COMPANY (Sept. 15, 2008).

INVITED ADDRESSES

- ‘AI and Copyright Challenges,’ AI for Science, PKU STL, Nov. 16, 2025.
- ‘*The Entanglement of BCI, gAI, Art and IP*’, XX IDP Conference on Neurotechnology

and AI: Legal Frontiers and Governance, at Universitat Oberta de Catalunya, Barcelona, July 3, 2025.

- 'AI and Copyright Standards,' U.S. Trade & Investment Policy Toward China in 2025 and Beyond, Symposium - The Future of US-Asia/World Economic Relationships following the 2024 US Presidential Election, University of Washington School of Law and Keio University Law School, Tokyo, Dec. 13, 2024.
- 'Generating the Spirit of the Sweat of the Brow Theory.' Panel 3: Copyrightability: AI and Games, 2024 Asian Pacific Copyright Association Annual Conference "The Crossvergence of Asian Copyright Standards?" City University of Hong Kong, Nov. 18, 2024,
- '[How to Distinguish Between Creation and Generation](#),' WIPO Conversation on Intellectual Property And Frontier Technologies, Tenth Session, WIPO, Nov. 6, 2024.
- 'Sweat of the Brow Rebooted, Thresholds for AI-Generated Content,' "Global Governance via AI: Exploration and Dialogue," Renmin University of China, Suzhou campus, Oct. 29, 2024.
- 'Creation and Generation Copyright Standard,' International seminar on "[Innovation, Collaboration and Win-win: Judicial Protection of Intellectual Property Rights under High-level Opening-up](#)," co-organized by Beijing Intellectual Property Court and International Intellectual Property Research Center of Peking University, Beijing Oct. 18, 2024.
- 'The e-Road Less Traveled, Generative Search Results and Shadow Banning,' [Comparative AI Law Workshop](#), PKU STL, Shenzhen, Sept. 28-29, 2024 (in person).
- '[Creation and Generation Copyright Standards](#),' CUHK, July 26, 2024.
- Keynote presentation: 'Creation and Generation Copyright Standards,' [Global Digital Economy Conference](#), Beijing, July 3, 2024 (invited in person).
- 'Creation and Generation Copyright Standards,' [Renmin University School of Law](#), Beijing, July 1, 2024 (invited in person).
- 'Hong Kong IP in The Greater Bay Area', IEEM, Artyzen Grand Lapa Macau, Nov. 8, 2023 (invited online).
- 'Affirmative Action for Human Authors, Until The Singularity', [7th Annual Texas A&M Intellectual Property Scholars Roundtable](#), Texas A&M University School of Law, Forth Worth, Texas, U.S., Nov. 3-4, 2023 (invited in person).
- 'AI and Copyright Law', Faculty Enrichment Talk at William S. Boyd School of Law at University of Nevada, Las Vegas, Nov. 1, 2023 (invited in person).
- 'AI and Copyright Law with Chinese Characteristics or Sweet Spot of Regulation', at the Asian IP Scholars Roundtable in Seattle, organized by University of Washington and Texas A&M University, Oct. 13-14, 2023.
- 15th Annual Intellectual Property Conference, '[The Dog Who Mistook His Chewy-Toy For a Whiskey Bottle - Jack Daniel's Properties Inc. v VIP Products LLC at the US Supreme Court](#)' at the CUHK, July 29, 2023.
- Key note '[Trademark Law With Chinese Characteristics](#)' at the Benelux Office for Intellectual Property (BOIP) in The Hague, the Netherlands on May 2, 2023.

- CLINDS Conference- '[Digital Platform Governance: Security, Scalability and Sustainability](#)' online Jan. 10, 2023, The Value of NFTs from an Artist's and Intellectual Property Perspective .
- Law Reforms Around the World Workshop, 'Reform Mechanisms of WIPO and TRIPs: In Pursuit of Mitigating The Legal Lag' at PKU STL, Nov. 19, 2022.
- 14th Annual Intellectual Property Conference, '[Digital Single Market, First Stop to the Metaverse: Counterlife of Copyright Protection Wanted](#)' at the CUHK, July 29, 2022.
- [University of Birmingham Law School conference EU-China Comprehensive Agreement on Investment](#), 'The EU Approach Against Non-Market-Mediated International Technology Transfer', Birmingham U.K., July 11, 2022.
- IEEM IP Programme 2022: Webinar on 25 Years of TRIPs Agreement, '[IP and the metaverse with Chinese characteristics](#)' at Artyzen Grand Lapa Macau, Apr. 11, 2022.
- Law and Economics of the Digital Transformation, '[Counterlife of Copyright Protection Wanted for the Metaverse](#)' at the University of Lucerne, Switzerland, Apr. 8, 2022.
- STL Workshop, 'The Value of Non-Fungible Tokens (NFTs) from an Art and Intellectual Property Perspective', Shenzhen, Nov. 3, 2021.
- '[Book Talk: Intellectual Property in China, 2nd Ed.](#).' at Berkeley Center for Law & Technology, Sept. 23, 2021.
- Seminar 'Prosecco and Two Conflicting Geographical Indications Agreements', at the Roma Tre University, Rome, Italy (via Zoom), May 3, 2021.
- Key Note 'Intermediary Liability', at [Intellectual Property Rights: Dynamics of Copyright Laws and Emerging Challenges](#), Department of Management Studies at the Salesian College's Siliguri Campus, Siliguri, West Bengal, India (via Zoom), Aug. 25, 2020.
- *Jean Monnet* Seminar at the University of Macau entitled '[The Walled Gardens of Social Media in the Age of The Digital Single Market](#)' at the University of Macau, May 24, 2019.
- '[Correcting Information Asymmetry via Deep Consumer Information: Compelling Companies to Let the Sunshine In](#)' at the 8th Law and Economics Conference: "Consumer Law and Economics" at University of Lucerne, Mar. 30, 2019.
- Workshop on "[Global Governance and Innovation: Law and Science Fiction](#)", "Walled Gardens in Times of Deep Learning" at the University of Macau on Aug. 22, 2018.
- [Food Law Conference](#), 'Bellicose Coexistence: Italian versus Australian Prosecco in China: GI Protection via *sui generis* or trademark system' at CUHK, Dec. 1, 2017.
- The Australia/EU FTA: Agribusiness Opportunities and Challenges' Public Seminar, '[Clash of the Old and the New World of Wine in China, A Case Study of Competition, Innovation and Prosecco](#)' ([video presentation](#)) at the EU Centre of Global Affairs of the University of Adelaide, Oct. 6, 2017.
- Conference on Medical Law, Asian Perspectives on Bioethics, Medical Ethics & Medical Law, '[TCM, Personalized Medicine and Intellectual Property Law, How to Overcome Obstacles Towards Protection of Old and New Personalized Medicine?](#)' at University of Macau, Oct. 16-17, 2017.

- [2017 9th IP Seminar in Hong Kong](#), presentation on ‘Clash of the Old and the New World of Wine in China, A Case Study of Competition, Innovation and Prosecco’ ([Abstract](#) and [PowerPoint](#) presentation) at CUHK on Aug. 4-5, 2017
- Third International Conference ‘Consumer Policy in a Comparative Perspective: New Challenges in Chinese, European, and International Law’ presentation on ‘[Protection of EU Wine via GIs in China: Not Too Sparkling for Innovation, Not Too Clear for Consumers](#)’, at University of Macau on June 29-30, 2017.
- Second International Conference ‘Consumer Policy in China: New Trends and Challenges’ presentation on ‘[Deep Consumer Information: from Homo Economicus to Homo Ethiscus](#)’, at University of Macau on Dec. 6-7, 2016.
- Key Note International Guest Speaker on GIs, EU Centre for Global Affairs, University of Adelaide, ‘[What's in a Name? Geographical Indications. How they are handled in the Trans-Pacific Partnership \(TPP\) and implications for the EU/Australia FTA?](#)’ Oct. 28, 2016.
- 3rd Visionary IP Professors Roundtable (CUHK, Singapore Management University and Max Planck Institute for Innovation and Competition) at NTU, Aug. 31- Oct. 1, 2016.
- The Trans-Pacific Partnership: A Paradigm Shift in International Trade Regulation?, ‘[Protection of New Geographic Indications](#)’, at CUHK, May 16-17, 2016.
- 2nd Visionary IP Professors Roundtable (CUHK, Singapore Management University and Max Planck Institute for Innovation and Competition) at CUHK, Mar. 5-6, 2016.
- First International Conference on Consumer Policy, presentation on ‘[Trade, Investment and IP Rules as Competition Policy toward Consumer Welfare](#)’, at the University of Macau, Dec. 16, 2015.
- Conference Managing the Globalization of Sanitation and Water Services, CUHK, Lead discussant, Mar. 23-24, 2015.
- INTA Trademark Scholarship Symposium commenter Hong Kong, May 12, 2014.
- Keynote: IPRPA Hong Kong, two hour presentation at Special Seminar ‘[Algorithmic Justice is coming, Safe Harbour provisions are going.](#)’ Mar. 2014.
- The Historical Origins of International Criminal Law, City University of Hong Kong, Presenter, ‘Lessons Learned/Not Learned at Batavia and the Kono Statement’ Hong Kong, Mar. 2, 2014.
- IP Academy, Renmin University of China, Asia-Pacific IP Forum, ‘Intellectual Property Systems: Globalization and Localization’, Suzhou, Nov. 2013: Presenter, panellist ‘TRIPS Plus Treaties and Online Enforcement’.
- National Chiao Tung University, Institute of Technology Law and Faculty of Law, CUHK, Joint-workshop on ‘Technology, Energy and International Economic Law’, Sept. 2012: Presenter, ‘Does Participative Technology Require A Paradigm Change of Trademark Law?’
- Maastricht University, the Netherlands, conference on ‘China’s Influence on Non-Trade Concerns on International Economic Law’, presentation on ‘[Intellectual Property and Censoring in China: Two Mirror Images of Innovation.](#)’ Jan. 2012.

- IP Academy of Singapore, 3rd Global Forum on Intellectual Property, Jan. 2011: Presenter, panelist, 'Protection of the trademark logo on social media' and 'IP Dragon, blogging on intellectual property law in China'.
- 7th Annual Asia-Pacific IP Forum 2010, Sept. 2010: Presenter, panellist, 'Social networks and trademarks.'
 - 2nd Annual IPR seminar Managing IPR as Business Asset in China, China IPR SME Helpdesk, European Chamber of Commerce, June 2010: Presenter, 'IPR Enforcement Process in China'.