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Five Tips to Consider for Doing Business in China

With a new decade dawning and new ideas for expanding into China being discussed in board rooms across the world, Kilpatrick Townsend's Charles Gray offers five practical tips covering legal, business, and cultural matters in China that business leaders often ignore.

1. First, *know the culture.*
2. Be strategic in establishing your business and make sure to select the optimal location for your company or organization in China.
3. Conduct a thorough background check of anyone you plan to partner with in China.
4. Create a simple and understandable employee management system.
5. Importantly, secure and protect your company or organization's intellectual property.

Mr. Gray is a partner in the firm's Shanghai office. His practice focuses on patent counseling and prosecution of both U.S. and international patent applications. In addition, Mr. Gray has significant experience in providing patent invalidity and infringement analysis and drafting written opinions. He advises his clients on a wide range of intellectual property matters, including licensing negotiations.

For more information, please contact:
Charles Gray, cgray@kilpatricktownsend.com.

www.kilpatricktownsend.com
www.ktslaw.com.cn

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Charles W. Gray
t 303.405.8522
cgray@kilpatrick.com