

LEHMAN, LEE & XU



雷曼律师事务所

## PRESS RELEASE

### LEHMAN, LEE & XU DISCUSS BRAND LICENSING IN CHINA AT THE LIMA CHINA LICENSING EDUCATION SEMINAR

**Shanghai, China – November 18, 2006** – Mr. Jipeng Cui, senior corporate commercial lawyer at LEHMAN, LEE & XU, joined many distinguished speakers who gathered at the Shanghai International Licensing Show 2006 on Saturday, November 18 on “Licensing and Intellectual Property”.

Being the world’s fastest growing economy, intellectual property is clearly a hot topic for many commercial enterprises seeking to enter the PRC market. Couple this with the fact that Chinese law is in most areas undergoing rapid change, and it soon becomes clear that this was a seminar not to be missed.



Organised by LIMA (Shanghai) Exhibition Consulting Company in association with The Shanghai Exhibition Company Limited, the seminar covered all aspects of IP Licensing in relation to today’s commercial setting, and concentrated on issues primarily on IPR.

Jipeng was joined by Mr. Charles Riotto (Chairman of the International Licensing Association), Mr. Jiang Xiaojun (Sales Manager of Artkey), Mr. Li Hongli (Vice Manager of Shanghai Rongchen Group Limited), and Mr. Li Baiying (of TheBeifa Group).

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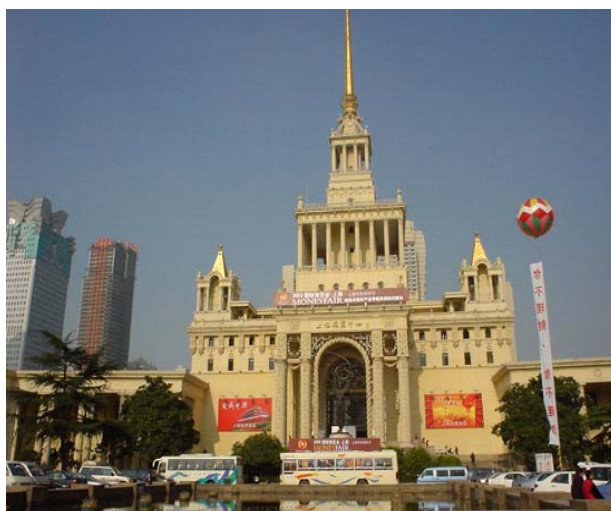


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To learn more about the firm's Shanghai Office and its scope of legal practice group, please visit [www.shanghai lawyers.cn](http://www.shanghai lawyers.cn).

LEHMAN, LEE & XU is a prominent Chinese corporate law firm and trademark and patent agency. The firm has offices in Beijing, Shanghai, Shenzhen, Hong Kong, Macau, and Mongolia.

The firm is managed by Mr. Edward Lehman, who has nearly twenty years of legal experience in China



10-2 Liangmaqiao Diplomatic Compound, No. 22 Dongfang East Road, Chaoyang District  
Beijing 100600 China  
Tel: (86)(10)-8532 1919 Fax: (86)(10)-8532 1999  
Email: [mail@lehmanlaw.com](mailto:mail@lehmanlaw.com)  
[www.lehmanlaw.com](http://www.lehmanlaw.com)