

# YOUR IP NOW PROTECTED. CHINA AND WORLDWIDE.

Cathay Association established a global intellectual property agency that will protect your IP in over 35 countries around the world! “Dražić, Beatović & Stojić” is one of the founders of Cathay IP and can offer worldwide services with a particular focus on China.

To date many corporates have been concerned about conducting business in China as there is doubt over the ability to protect their valuable intellectual property. Cathay IP now offers you an opportunity to do business with secure IP protection in China, the most evolving country in the world!

**Cathay IP** is an arm of Cathay Group, a global professional advisory platform with local presence in over 60 countries worldwide. Our goal is to be instrumental in the facilitation of outbound and inbound Western business with a specific focus on China.

We know first-hand just how difficult it can be for foreign companies to protect their intellectual property in China under an entirely different legal and procedural system. Whilst China’s IP laws and regulations increasingly reflect international standards, issues related to trade secrets, uneven enforcement, and significant procedural barriers continue to frustrate company efforts.

**Cathay IP** now offers you the **strength to protect** your valuable IP! An advisor that is local, global and Chinese all at the same time. Our clients can discuss their concerns and issues directly with an experienced expert. With us being part of the extensive Cathay IP global platform, you can NOW access 30+ countries around the world where leading IP specialists are at your disposal.

**SINOFAITH**, our Chinese member, is one of the first and largest IP powerhouses of China. They are present in all the major Chinese cities, employ over 500 people and have the **strength to protect** your IP in China.

In addition to IP services, the Cathay Group can assist you with the entire process of market entry. From setting up a company to finding optimal tax and financing solutions, identifying business partners, and much more, no matter where you operate.

**The Chinese business world awaits you and we can help you access it.**

Please contact us directly on 011/364.0071, 364.00.71, 362.99.73, 362.99.74 or email us; [dipriv@sbb.rs](mailto:dipriv@sbb.rs), [dipro@sbb.rs](mailto:dipro@sbb.rs) and we will quickly respond.



**STRENGTH TO PROTECT**  
CHINA AND WORLDWIDE.