

Your partner in an  
interconnected world



**DOING BUSINESS IN CHINA**

Explore new possibilities.

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Nothing ventured, nothing gained.

No matter your business, you operate today in an economy more globally interconnected than ever. That brings with it competitive challenges – and opportunities. With the world's second largest economy and growth rates averaging 10% over the past 30 years, China now offers U.S. companies and investors access to significant new and accelerating domestic markets.



## Gain insights.

To succeed in a new international market, you need cultural as well as business awareness. Stoel Rives China Practice attorneys, who include several bilingual speakers with work and life experiences in China, can advise you on navigating a host of unfamiliar business and cultural nuances.

For example, we can help you:

- Implement a layered Intellectual Property Rights (IPR) protection strategy combining multiple forms of IP and practical steps.
- Avoid cultural missteps. For instance, when socializing with your Chinese

business partners, it is polite to leave a bit of your food and drink to signal you are finished with your meal.

- Protect your English and Chinese

language brands by consulting a Chinese language expert about how best to translate your marks and taglines.

### Representative industries that we serve:

- Cleantech
- Consumer Electronics
- Computer Accessories
- Energy & Renewable Energy
- Food & Beverage
- Footwear
- Pharmaceuticals
- Nutritional Supplements
- Natural Resources
- Outdoor Industries

# Move forward.

Exploring, negotiating and enhancing new business relationships in China is a complex undertaking, with a series



of financial, regulatory, contractual and cultural challenges. Stoel Rives offers informed and sophisticated legal advice in many of these areas, including:

## Intermediary

Serve as intermediary for U.S. clients in their dealings with Greater China law firms. Stoel Rives is a member of TerraLex®, the world's largest legal referral network, and has developed close ties with a number of leading Chinese law firms. Under Chinese law, foreign law firms cannot practice local Chinese law.

## Energy Services

As a Chambers Global energy law firm, assist U.S. energy clients in developing China business strategies through U.S./China government energy initiatives, participation in China-focused industry organizations, such as the Washington State China Relations Council, and the nego-

tiation of licensing, distribution, procurement and finance arrangements with leading Chinese energy companies.

## Intellectual Property

Advise on and structure intellectual portfolio management strategies for U.S. clients doing business in China, including trademarks, trade secrets, patents, copyrights and domain names. Also

coordinate enforcement strategies focused on combating counterfeiting and piracy practices that remain a major business challenge in China.

## Mergers & Acquisitions

Advise on, structure and negotiate the purchase and sale of businesses, buy-outs, reorganizations, financings and business entity formation issues.

## Tax Advice

Advise regarding applicable U.S. federal, state and local tax requirements, including formation and operation of foreign subsidiaries, borrowing of foreign currencies and transfer of appreciated property outside of the United States.

## Technology Licensing and Distribution

Advise on and negotiate international licensing and distribution agreements for U.S. and Chinese clients in both an inbound and an outbound context.

## Governance and Compliance

Advise on and implement compliance with various U.S. export laws, including technology transfers and licensing, along with the protocols necessary to ensure compliance with the U.S. Foreign Corrupt Practices Act.



# About Stoel Rives

Stoel Rives LLP is a U.S. business law firm with nearly 400 lawyers. Established in 1907, the firm operates 12 offices in seven states and Washington, D.C.

## Recognition

Stoel Rives has received a prestigious National First-Tier ranking for Energy Law in every edition of the annual *U.S. News-Best Lawyers*® “Best Law Firms” survey.

Stoel Rives has been recognized as one of the nation’s best law firms for Renewables & Alternative Energy by independent researcher *Chambers and Partners* for four consecutive years.



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Stoel Rives is proud to purchase Renewable Energy Credits to offset 100 percent of its firmwide electricity usage.

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