

According to the staff this shoe company Wendeng speaking, their products company engaged in the processing of orders, but according to a single process, rarely involve whether trademark infringement orders for verification. This time they are entered into a contract with a South Korean businessman, the other party does not provide "adidas" trademark attorney, they did not ask for. When the Weihai Customs seized investigate these alleged infringing products, Korean businessmen who was playing the "disappeared", unaccounted for, only by Wendeng company responsible for "rehabilitation." And this company's economic strength is weak, compensation for litigation of the plaintiff 500,000 yuan, can not afford to pay. Even if ultimately reached a settlement, a company accused Wendeng is also sapped business up and running again has been very difficult.

"near the famous" difficult to survive

A few years ago, "near the famous" phenomenon was once very popular, intellectual property litigation which brought showed a rising trend, type of complex cases, involving a wide range of areas, many well-known businesses and consumers to bring harm.

From the situation of the city industrial and commercial sector point of view, the city's corporate cases involving the infringement of international brands have also occurred, which is not unrelated to the weak corporate intellectual property awareness.

According to the staff of City of Industry Bureau, some companies because business downturn, less supply, immediately received orders to do, the results confused the right to invade. Some companies are driven by the interest in the infringement playing the "edge ball" that even if the processed product trademark infringement, but just not in the sales of processed products, the product output process is relatively subtle, coupled with less production scale and quantity, It does not cause the attention of internationally renowned companies.

City Intermediate People's Court intellectual property court staff, as the world enterprise property protection awareness, and many well-known foreign companies have set up authorized representative in China, or is engaged in infringement proceedings The law firm. Their main function is entrusted by foreign enterprises to gather violations of domestic enterprises, through legal and other means to stop the infringement. The Wendeng City, a German shoe company was "a? Juan didas" the company's authorized representative Adidas (Suzhou) Co., Ltd. lawsuit is an example.

"All this shows that companies with chances in tort, it is difficult to escape the investigation of administrative penalties and legal liability of." intellectual property court staff said.

Beware of "fake brand-name" trap

The face of increasingly frequent international trade, the city's export processing enterprises how to avoid infringement? How should consumers buy counterfeit international brand products to avoid?

concerned that companies accept foreign orders, the first on the other side of the trademark license for verification. At present, many foreign companies have set up the agency in the country, companies can, with agencies or headquarters of foreign enterprises and other ways to verify through the network. Secondly, at the time of the signing of processing contracts and processing enterprises to the party convention and commission processing, processing warrants have the right to use the brand, once the infringement occurs, the contract manufacturers to bear responsibility.

Also, remind consumers to beware of "free-ride" phenomenon a disguised currently appears. It is understood that some businesses and individuals take advantage of the differences between China and foreign countries and regions registered the legal system, with the famous or well-known enterprises to overseas trademark registration into the company, and then by foreign companies through the "trademark licensing", "authorization production", "etc.", mainland enterprises licensed production, sales and others well-known and famous trademarks similar products, and dilute the trademark labels on the product, so that consumers may think that is internationally renowned brands. Its essence is misleading consumers, it should also draw attention.

[Chinese shoes Network - Brand News] December 16, chairman of the Olympic Stadium at the Air Canada Group Jingnan announced partnership with the NBA Toronto Raptors commercial and market, and work to expand the Canadian market. This is the second Miami Heat and Houston Rockets, Olympic sponsorship third NBA teams, in which three teams TEAM SHOP, will sell Olympic product.

This is the first time in the history of Canadian sports Canadian local professional sports team in cooperation with Chinese companies. "Hope the cooperation between China and Canada will become a precedent for sports exchanges, and strengthen the friendship between the two peoples." Xu Jing Nan chairman said, "Toronto Raptors is Canada's only NBA team, Olympic hopes Raptors open the Canadian market, so that the local population to accept the Olympic, like Olympic. "

Senior Vice President of Maple Leaf Sports & Entertainment Companies Dave & middot; Hopkinson (David Hopkinson), said the Raptors will fully assist Canadian Olympic expanding market. Raptors headed star, Pick signing players Kyle & middot; Lori also appeared before the conference by the Toronto Raptors coaching staff to local youth organizations "Olympic basketball training sessions."

Olympic and Toronto Raptors at the Air Canada contract Stadium Stadium

accelerate the pace of international marketing resources abundant in North America

Raptors vs. Dallas Mavericks performed very intense, time to rest Raptors home game loop playing multimedia Olympic sponsor

advertising, this time Jingnan together with fans sitting in the audience, to see attentively.

After

It is reported that the Raptors Peak became a partner in the Air Canada Centre, home of basketball base, the company's logo will be printed on Olympic. When the Raptors players score, the slow motion replay of the background is the Olympic flag.

For the Olympic and Raptors cooperation, Xu Jing Nan said, "In addition to the rich in the NBA's marketing resources, more stress is placed on the Olympic team in Canada has a strong appeal."

Toronto is Canada's bridgehead, Canada has a natural ability to radiate, which will also contribute to further open up the Canadian Olympic market. Earlier, Olympic in signing the NBA, Heat, Rockets, Raptors three teams and more than 20 NBA players, but also with American college students sports delegation reached a strategic partnership.

"Today's Pick, has gradually taken root in the US market, based on this, Olympic roots began to spread to the surrounding and around the world. Canada is in North America, except the United States, the second largest marketing battlefield, of course, this position can not be ignored." Xu Jing Nan said, "The cooperation with the Raptors more determined commitment to the Olympic entered the Canadian market, will further enrich the North American Olympic marketing resources to promote the Olympic strategic layout and market expansion of the North American region, which is the Olympic international market another important initiative."

contact with the two agents intent comprehensive coverage of the Canadian market

Canadian market has great potential, basketball supplies market is relatively simple, mainly the high-end competition between well-known European and American brands, the other end brands rarely, competition is not fierce, which provides a space for entering the Olympic. In addition, there are about 600,000 Chinese in Toronto, which is also the opportunity to Olympic development.

In Canada a few days, Xu Jing Nan also contacted the local well-known sports agent, we understand the local market participants said, the strength of these two sports agents, can reach a cooperative relationship with any company, Pick Products comprehensive coverage of the Canadian market just round the corner.

Olympic Raptors home advertising ; ;

After the two sides to expand cooperation Pick how to open markets? Xu Jing Nan said the Olympic opening up markets in Toronto work is in full swing with, because the preparatory work fully, the Canadian distribution will be faster to complete. Under the agreement, the Raptors can provide advertising opportunities for the Pick and Pick products sold in the course of official souvenir shop.

After the Raptors reached a cooperation with the establishment of sales channels, to open other stores and other sales approach will become the next major action in the Olympic Canadian market. Pick future will also introduce more localized marketing actions, international marketing, international market resources, form a linkage with the domestic market, play Pick wealth of international resources, and strive in the next 10 years to become the world's leading sports brand.

play youth basketball players to promote cultural exchange effect

before the conference, the Toronto Raptors coaching staff to the local Chinese community youth training center in Toronto lesson "Olympic basketball training sessions", dressed in Olympic basketball equipment of small players also attracted local media scene in Toronto reports.

main Raptors point guard, Pick signing players in the training courses appeared Lori drew cheers. "Little Cannon" personal appearance for guidance, and the Olympic basketball shoes to the hands of small players, to encourage the active participation of local youth basketball, let the Olympic and "I Can Play" in the spirit of the brand enjoys popular support.

In the next Raptors vs. Houston Rockets "Pick Derby" game, all participants' Olympic basketball training sessions, "the young players also get a chance to watch the game live, they are at the scene raised his painted banners for the Raptors refueling.

NBA this season, was selected as a high voice Raptors All-Star team headed star, Lori when asked about the feeling of the new Olympic basketball SHOES, said: "Very nice!"

Raptors official spokesman said: "We are very pleased to work with such excellent Olympic basketball business cooperation and the spirit of the Olympic brand focus represents hard work, and the pursuit of Raptors team core values. very consistent on the other hand, we are confident that the Olympic high-quality products, but also allow our players to play the best performance, which is why we point guard Kyle Lowry will choose reason Peak (Chinese shoes Network - the most authoritative most Professional Footwear News)

Nike City Jam ended 2013-12-08 22:27:42

August 25, Nike extreme sports ? Kesi Dun invited to Eric (Eric Koston), Omar ? Salazar (Omar Salazar), Stephen ? keno Chomsky (Stefan Janoski) and Surtees ? Beasley (Theotis Beasley) 4 Nike star skaters in the "Nike sink" skate park for the majority of Chinese skateboarders skateboarding show.

August 26, Nike City Jam Invitational held professional group in the "Nike sink" skate park. Top professional riders from around the country to display their unique skills, play together. After fierce competition, riders 王浩 from Taiwan won the championship, while Wang Guohua from Hangzhou then won the "best trick" award. Nike invited four extreme sports career skateboarder Eric Koston, Omar Salazar, Stefan Janoski and Theotis Beasley also went to the site and award winners. So far, 2012 Nike City Jam skateboarding tournament come to an end.

Since then, the four star riders also received media access.

K: Eric Koston; O: Omar Salazar; J: Stefan Janoski; T: Theotis Beasley

1. I am not very happy to play on the last night of Nike sink, especially OMAR, you poor performance in the basketball game?

O: Yes, thanks for inviting me to experience basketball. Trip to Shanghai to attend the Nike sink very happy. Last night I've ever played sports exchange is one of the most fun. My teammates and friends have participated in the basketball game, although the score is not very good, but the score is not everything. I have been a basketball fan. I feel really lucky to be added to these athletes and sport LeBron sinks in the past. Another point is also left me a deep impression, participated in the Nike sink, I felt the infinite vitality of the Chinese sports fans, I feel everyone's passion for sports.

2. It becomes Nike skaters how are you feeling?

J: feeling great. Because skateboarding is a very interesting sport, Nike is the top sporting goods company, so it feels to become the

Nike family in a sense is the bar.

K: For me, it's like a dream come true. Before, I personally have been in the collection of shoes, it lasted 18 years, and now I can join to skateboarding shoes Nike design process, I am also very honored to have own Nike signature shoes. Designing shoes for me is in addition to skateboarding, my other big interest. In addition, Nike joined the family, I can meet other athletes Nike family, and they meet together, chatting, very great. I cherish this opportunity to join the Nike family.

O: I think for me to join Nike is a great opportunity, we can have the opportunity to learn through Nike's platform and access to more culture, and to share our experiences to skateboarding skateboard enthusiasts. Nike also often give us some very "cool" things, such as "NIKE + FUELBAND" help us achieve our goal, you see the words on the dial "FUEL", too cool.

3. I would like to ask KOSTON, about your latest shoot VIDEO, your part done?

K: I have not completed my VIDEO in that part, I have always felt that I needed more time to complete.

4. When will the OMRAR 2, JANOSKI 2?

O: Thank you for asking this question, I hope to soon have OMAR 2 and JANOSKI 2. I know you now hear a lot of news. I hope they will and OMAR 1 and JANOSKI 1 as successful.

5. In the transition from amateur skaters turn professional, you will encounter the challenges, especially when in the absence of economic support?

K: I remember the transition to become a professional skater things a long time ago, and now the situation is very different. At that time it was mainly by competition, also said that if the game score is good, very front rank, and finally there will be sponsor of the initiative to come to help you become a professional skater. I had become a professional is so slippery hands. At that time, I also I did well in the amateur game, my sponsors want me to turn pro, but I was very nervous, not sure is not going to really become a professional skater, feel that they are not ready. But now the situation is very different. Now the race is not the only criterion for assessing the skaters. Now there is VIDEO, etc., can help athletes transition to become a professional skater. Now is not alone game, because we can not alone 60 seconds of the game, to determine whether there can be a skateboarder.

T: I transition to become a professional skater just three months a year, I was a new professional skaters. Now I also have their own signature skateboarding. Before turning professional, I also made a very long and hard. I have been skateboarding for 10 years, during which I uploaded a lot VIDEO, it has been recommended by many magazines. When he was declared to be a professional, I feel is a surprise, I am very excited. Because I was totally unaware of.

6. We see a lot of professional players have their own store or brand, can be introduced in this regard it?

K: I have a website running a skateboard, when we were set up small scale, I did not expect to operate a website takes a lot of time and effort. Is now developing rapidly, reputation is also growing. Today we have 24 employees, working very crazy, in fact, we need more manpower. This for me has been a great responsibility. So in addition to skateboarding it, I will do a lot of things behind the scenes, I really like to do things such as creative design shoes, because it will be very interesting, it will let me have passion.

J: I have not run any store or brand. I now have a good thought, but I think KOSTON said some creative work will be behind me attractive. But then, I absolutely can not be excluded in the future will not open the store or have their own brand, but recently I will mainly concentrate on skateboarding.

7. Skateboarding is a very unique sport, skateboarding beginners will encounter what challenges, what advice you would give them?

J: skateboarding is a very unique sport, he is a personal sport, everyone is different, has its own unique personality. Everyone can try different techniques. While at the slide, it can also reveal personality. My suggestion is that everyone in the school when the skateboard, to try to show themselves, to have imagination, you can not just easily imitate others, otherwise you can not be yourself and other skaters in separate.

K: I think for starters, the biggest challenge is that they fall behind, still have the courage to get up and try again, this is the most significant challenges they face.

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Seems to have not seen for a long time to create a pure leather shoes, and then again a few days ago adidas "retro" a handful of brown leather with metal rivets, eyelets, coarse lace, flowers Plaid tongue and boots, all details presentation, let us feel a pair of boots outdoor atmosphere, but it does the brand adidas D Lillrad 1 launch of the latest colors, heel Tisheng at 503 indicating that it has all of this design is a sublime to Portland loggers respect, it is learned that the shoes will be on sale this month, and interested friends might concern you.

Ronnie Fieg for Sebago 2014 spring joint series released 2014-05-06 22:51:35 New York's famous shoe designer Ronnie Fieg has been Sebago and footwear brands have close cooperation between the two sides will be for each quarter We offer cooperation planning. Recently the two units together again to Sebago Pancho's Popular models for the design blueprint, launched a new joint series. Series total water lake blue and brown two different versions of the shoes are made of high quality leather to create shoes and inside, and supplemented by decorative tassels, finally carry on a comfortable white Vibram outsole. Series will be held at Ronnie Fieg the main reason of the current store Kith Brooklyn store and online shop exclusive debut today.

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