



Please complete in block letters, sign and return to licensing@china.messefrankfurt.com Contact: Mr. Lucan Ng Phone no.: +852 2230 9237

1. Exhibiting Company Details
(for issuing VAT invoice, may also be used as catalogue entry, please see point 9 on Specific Terms and Conditions)

Company Name (English): _____

Company Name in Chinese (if any): _____

Contact person(s): _____ Job Title: _____

Address: _____

City: _____ Postal Code: _____ Country: _____

Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____ Mobile: _____ / _____

Country code Area code Number Country code Area code Number Country code Number

Email: _____ Website: _____

2. Company Details (Please tick all that apply)
 Principal company / Overseas headquarter
 Co-exhibitor (include the exhibitor list and catalogue entry of the exhibiting company)

Company Name (English): _____

Company Name in Chinese (if any): _____

Contact person(s): _____ Job Title: _____

Address: _____

City: _____ Postal Code: _____ Country: _____

Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____ Mobile: _____ / _____

Country code Area code Number Country code Area code Number Country code Number

Email: _____ Website: _____

3. The brands / license that your company represents

Brand Name _____	Brand Name _____	Brand Name _____
Country of Origin _____	Country of Origin _____	Country of Origin _____

4. Nature of business (please tick all that apply)

<input type="checkbox"/> 4.8 Licensor	<input type="checkbox"/> 4.6 Trade associations / government agencies
<input type="checkbox"/> 4.9 Licensing agency	<input type="checkbox"/> 4.7 Others, please specify: _____
<input type="checkbox"/> 4.10 Licensee	

5. Product categories (please tick all that apply)

L1. Licensing and licensed products

- 1. Animation character licensing
- 2. Licensed products
- 3. Culture & art licensing
- 4. Brand licensing
- 5. Sporting licensing
- 6. Celebrity Licensing
- 7. Others, please specify: _____

*From the product categories, please list one item and indicates your main products: _____

Booth location may be allocated according to product criteria, or other criteria set by the organiser.



6. Please specify your product range (20 words max, may also be used as catalogue entry, please see no. 9 on Specific Terms and Conditions)

(In English):

(In Chinese):

7. Booth options

<p><u>7.1 Standard Booth (minimum 9 sqm)</u> Participation fee: RMB 1,650/ sqm</p> <p>Booth size: _____ sqm</p> <p><input type="checkbox"/> Corner booth: requires 10% additional surcharges</p>	<p>9sqm standard booth includes:</p> <ul style="list-style-type: none"> - Complete booth construction - Wall to wall carpet - 3 spotlights & 1 power socket (300w) - 1 table & 2 chairs - 1 fascia board with company name and booth number - 1 garbage bin - Listing in fair catalogue
<p><u>7.2 Raw Space (minimum 36 sqm)</u> Participation fee: RMB 1,260/sqm</p> <p>Booth size: _____ sqm</p> <p><input type="checkbox"/> Corner space: requires 10% additional surcharges</p>	<p>Raw space includes:</p> <ul style="list-style-type: none"> - Floor space - Listing in fair catalogue
<p><u>7.3 Virtual exhibition package</u> Participation fee: RMB 14,850/ 6 sqm</p> <p>Booth size: _____ sqm</p> <p><input type="checkbox"/> Corner space: requires 10% additional surcharges</p>	<p>6sqm standard booth includes:</p> <ul style="list-style-type: none"> - Complete booth construction - Wall to wall carpet - 3 spotlights & 1 power socket (300w) - 1 table & 2 chairs - 1 fascia board with company name and booth number - 1 garbage bin - Listing in fair catalogue - Glass Cabinet for product display - ipad + 1 head set + data card, for meeting with on-site visitor via video conference - English – Chinese speaking temp staff, for assist your booth from booth setup date to end of the show (Total 4 days) - 1,000 pcs 4C color leaflet at A4 size - Choose one of the following: - Wall sticker with your own design printing - LED TV for playing brand / product introduction video at entire show period

8. Advertising in fair catalogue (please tick the box if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Cover page: RMB 18,000/page | <input type="checkbox"/> Inside cover page: RMB 8,000/page |
| <input type="checkbox"/> Page 1: RMB 8,000/page | <input type="checkbox"/> Inside page: RMB 4,000/page |



9. Acknowledgement Letter (please print the name of legally responsible person with last name, first name and sign with company stamp below)

- We hereby accept the **Specific Terms & Condition** on Page 3 of this application form and **General Terms & Conditions of the Show** on website: <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>
- We (including all personnel, employees and any other relevant third party of our Company) acknowledge receipt and have read this **Regulation for Protection of Intellectual Property Rights during the Exhibitions** on Page 4 of this application form. We also undertake to comply with all provisions hereof strictly and such undertaking will be binding upon the execution of this Acknowledgement Letter.

We hereby warrant that:

1. All Exhibits are under its own IPR or are legally and effectively licensed, and all Exhibits, including its appearance, design, package, trademark and advertising materials etc. do not infringe any IPR of the others. We will prepare all the IPR certificates or the legal and valid licenses with respect to Exhibits for inspection if necessary.
2. We also undertakes that we will strictly comply with the exhibition regulation, PRC laws and regulations, and international treaties, etc, and will not infringe on the legal rights of any other exhibitors and their Exhibits, or copy, use, produce, extract or modify the trademark, design, package or invention owned by any other exhibitors or their Exhibits, or take any illegal actions to prevent any other exhibitors from exercising and protecting their legal intellectual property rights and ownership on their products.
3. Prior to the Exhibition, we and our Exhibits have not been involved in any infringement dispute or taken any infringement actions by any third party or restricted by relevant legal enforcement.
4. No infringement as unauthorized photography or videography shall be taken by us.
5. We will be liable for any responsibilities due to any violation of the warranties above and the Organisers shall be relieved from such responsibilities.

Company Name: _____

Name: _____

Job Title: _____

Signature with
company Stamp: _____

Date: _____

Fair Joined: Licensing China 2021 (30 March – 1 April 2021)



Specific Terms and Conditions

1. Organiser

Guangdong Toy Association
Guangzhou Li Tong Messe Frankfurt Co Ltd.
Messe Frankfurt (HK) Ltd

2. Location of event

Shenzhen World Exhibition & Convention Center
Shenzhen, China

2. Date of event

30 March – 1 April 2021

4. Registration and confirmation

Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm receipt of applications in writing by email and original mail.

5. Terms of payment

Payment should be made to:
Guangzhou Li Tong Messe Frankfurt Co Ltd.
A/C Holder: Bank of Communication Guangzhou Branch
Zhonghuan Sub-Branch
Address: 129 Taojin Road, Guangzhou, China
A/C No: 441168515018010040316
Swift Code: commcshgua

All bank charges are to be borne by applicant.

6. Cancellation

If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.

If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.

Should the exhibitor under contract (i.e. in receipt of confirmation) inform the organiser that he will not participate in the event, providing the organiser is able to resell the stand without loss, the payment to be made by the exhibitor will be reduced to 50% of the total booth application fee irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.

7. General terms and conditions of participation

The detailed General Terms & Conditions of Participation are given on the organizers website www.messefrankfurt.com.hk and can be requested in printed form if required.

8. Booth allocation

The exhibitor booth location will be allocated according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.

Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.

9. Catalogue entry / fair guide

If the organiser does not receive the catalogue entry form (from the exhibitor manual) from the exhibitor, information from the application form will be used to prepare the exhibitor's entry in the catalogue or fair guide.

10. Intellectual property rights / copyright

The exhibitor warrants that the exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise.

The organisers have the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs.

11. Correspondence address for enquiries

Me Messe Frankfurt (HK) Ltd.
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong
Contact: Mr Lucan Ng
Tel: (852) 2230 9237
Fax: (852) 2598 8771
Email: licensing@china.messefrankfurt.com
Website: www.licensing-china.com



REGULATION FOR PROTECTION OF INTELLECTUAL PROPERTY RIGHTS DURING EXHIBITION

Aiming at protecting the intellectual property rights (the "IPR") including patent, trademark, copyright etc. during Exhibition, this regulation (the "Regulation") is formulated in accordance with the Measures for Protection of Intellectual Property Rights during Exhibitions jointly promulgated by Ministry of Commerce, State Administration of Industry and Commerce, State Copyright Bureau and State Intellectual Property Office on March 1, 2006.

The Exhibition sponsor shall respect and protect the legitimate rights and interests of IPR owners during the Exhibition. The exhibitor shall strengthen their consciousness of IPR protection and undertake that their exhibits will not infringe others' IPR.

In order to protect the IPR and to promote the healthy development of the exhibition (the "Exhibition"), the Exhibition sponsor invite lawyers specialized in IPR protection to compose the Complaint Review Panel (the "CRP"). The CRP will be responsible for consultancy services relating to IPR, and reviewing the IPR disputes happened during the Exhibition in accordance with the laws and regulations in respect of IPR.

The CRP shall strictly deal with IPR infringement complaints which occur in the Exhibition venue during the Exhibition period in accordance with this Regulation.

Acceptance of Complaint

The complainant shall be the owner or the interested party of the IPR. The interested party shall include the authorized or licensed user, or the legitimate successor of the IPR. The licensees of patent licensing contracts and sole licensing contracts may file the complaint independently; the licensees of exclusive licensing contracts may file the complaint independently with permission of the patent owner. Unless otherwise stipulated in the contract, the licensees of general licensing contracts may not file the complaint independently. If the exhibitor deems that the products exhibited (the "Exhibits") by any other exhibitor infringe its patent, trademark or copyrights, and shall not communicate with the suspected infringing exhibitor directly by itself. The complainant shall fill in a Complaint Form, submit and be liable for the following materials in two copies when filing a complaint with the CRP:

1. A legitimate and effective certificate of the ownership of intellectual property rights: where any patent is involved therein, the patent certificate, the text of patent announcement, the credential of the patent owner, the certification on the legal status of the patent shall be submitted; where any trademark is involved therein, the certification documents of trademark registration shall be submitted, which shall be confirmed by the complaints by affixing a seal, and the credential of the trademark owner shall be submitted as well; where any copyright is involved therein, the certification of copyright and the credential of the copyright owner shall be submitted. (Documents evidencing patent-related rights, including patent specification of invention and utility model, or pictures and photographs of design, which are made public by State Intellectual Property Office of P.R.C; search reports of existing patent law or the counterpart of patent registry etc.)
2. The name of Exhibits in question, name and booth number of respondent;
3. Copy of business license of complainant (stamped with the common seal of the complainant), if the complainant is not the IPR holder, the complainant shall provide a copy of license agreement in respect of such IPR (stamped with the common seal of the complainant);
4. Evidence and cause against the infringement;
5. If the complaint is raised by attorney of exhibitor, an original copy of Power of Attorney shall be submitted; and
6. Any other materials the CRP may require.

If the complainant is a foreigner, foreign entity or other foreign organization, the valid certifications submitted shall be duly notarized by a notary public in its own country and attested by the Chinese embassy or consulate in such country; if the complaint is filed by an agent, the Power of Attorney shall also be notarized and attested. If the complainant is from Hong Kong or Macau area, the valid certifications submitted shall be duly notarized in Hong Kong or Macau and then stamped by China Legal Service (Hong Kong) Limited or China Legal Service (Macau) Limited; if the complaint is filed by an agent, the Power of Attorney shall also be notarized and stamped. If the complainant is from Taiwan area, the valid certifications submitted shall be duly notarized in Taiwan and verified by Notary Association in Mainland China; if the complaint is filed by an agent, the Power of Attorney shall also be notarized and verified.

The complainant shall warrant that all the materials are authentic and effective, and shall indemnify the respondent, and be liable for any loss and damage resulting from the unauthentic complaint materials or any other unfaithful complaint.

If any of the following occurs, the CRP shall not accept the complaint:

1. Where the materials submitted by the complainant do not meet the CRP's requirement and the complainant does not supplement the relevant materials required after notified by the CRP. The complainant or claimant has filed litigation in connection therewith in a court.
2. Where a complainant or claimant has filed a litigation concerning infringement on patent or trademark with the people's court;
3. Where any patent is in the procedures for declaring invalidation of patent right;
4. Where any dispute over the ownership of a patent is subject to the trial procedures of the people's court or to the mediation procedures of the administrative department of patent;
5. Where any patent has been terminated and its owner is attempting to resume the patent.
6. Where any right to the exclusive use of trademark has been invalidated or cancelled.
7. Where a complainant is not the owner of the IPR who cannot submit relevant IPR authorization or licensing documents.
8. Where a complainant has filed a complaint against the same exhibit for infringing the same IPR during the past exhibitions.
9. Any other circumstances that CRP deems inappropriate to accept a complaint.

Subsequent to the receipt of complaint materials required, the CRP shall notify the respondent and request it to response within in half of a day. The respondent declining the complaint shall submit the relevant evidences; otherwise, it shall promptly withdraw the Exhibits in question and never re-exhibit the same. If the respondent can submit valid evidences proving that the removed exhibit does not infringe others' IPR, the CRP may allow the exhibitor to re-exhibit the removed exhibit.

If the respondent does not submit the relevant evidences, or the materials submitted cannot prove that it does not infringe any IPR, nor does the respondent withdraw the Exhibits in question, the CRP shall have the right to request the respondent to: 1) suspend the display of such Exhibits; 2) destroy and suspend distribution of advertising material of such Exhibits; and 3) to remove the exhibiting board of such Exhibits. If the respondent objects to the aforementioned measures, the CRP may send complaint materials and relevant information to the competent administration of IPR for handling in accordance with the law.

If the CRP deems it necessary, the CRP may allow and assist the complainant to collect evidence by means of photographing, videotaping, etc., and the respondent shall cooperate. The Exhibition sponsor may assist the intellectual property administrative department to collect evidence by sampling from or registering and preserving the exhibit suspected of infringement, the respondent shall accept.

In order to maintain the order of the Exhibition, after the CRP has handled the complaint and before the end of the Exhibition, the complainant shall not adopt any further action against the respondent at the Exhibition venue. Subsequent to the end of exhibition, the complainant shall resolve such IPR dispute through the court or administration of IPR; otherwise, the CRP will not accept the complaint with respect to the same Exhibits in the exhibitions thereafter.

If any personnel of exhibitors or non-exhibitors who negotiate with the respondent without permission of the CRP and cause dispute at the Exhibition venue which negatively impacts the order of the Exhibition, the Exhibition sponsor shall have right to refuse their entrance into the Exhibition venue or order them to leave the Exhibition venue.

If the exhibitor refuses to enforce the decision made by the CRP or the intellectual property administrative department and continue to exhibit the exhibit, or the exhibitor displays the removed exhibits again without permission of the CRP, the Exhibition sponsor shall have right to revoke the participation qualification of the exhibitor.

The Exhibition Organization Commission shall have the right to revoke the exhibiting qualification of the exhibitor that display the Exhibits in question for times and adversely affects the reputation of Exhibition.

The CRP shall coordinate and cooperate with the administration of IPR and reserve the rights to take necessary actions in accordance with the actual situation.

The Exhibition sponsor does not guarantee the result of handling the complaint regarding IPR dispute, or undertake any responsibility for such result for any relevant parties.

Should the complaint or handling the complaint causes any loss or damage to any complainant, respondent, other exhibitor or non-exhibitor, the party which suffers the loss or damage shall pursue legal liabilities against the responsible party through legal actions. The Exhibition sponsor and the CRP shall assume no responsibility for such loss or damage.