



B2B Torino Fashion Match 2026

IP FOR GROWTH: PROTECTING AND SCALING TEXTILE SMEs IN GLOBAL MARKETS

1.07.2026

INTERNATIONAL
IP SME HELPDESKS



AFRICA
IP SME HELPDESK

CHINA
IP SME HELPDESK

INDIA
IP SME HELPDESK

LATIN AMERICA
IP SME HELPDESK

SOUTH-EAST ASIA
IP SME HELPDESK

International IP SME Helpdesks

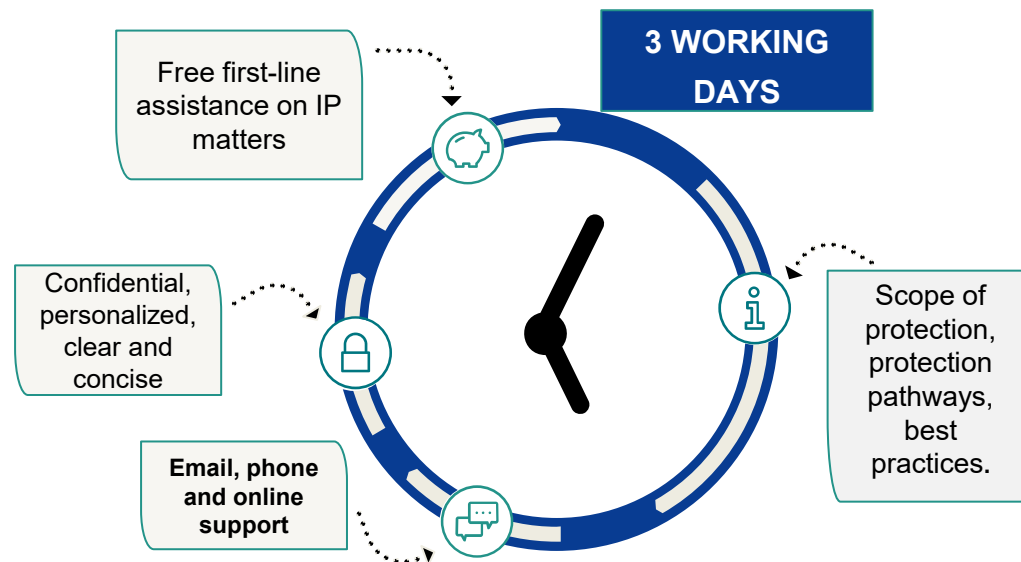
- **Africa**
- **China**: Mainland China, Macao, Hong Kong, Taiwan
- **India**
- **Latin America**: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela
- **South-east Asia**: Vietnam, Thailand, Indonesia, Singapore, Philippines, Malaysia, Cambodia, Lao, Myanmar, Brunei



SERVICES FOR SMEs



FIRST LINE OF ASSISTANCE



ONLINE RESOURCES



Country and sector factsheet



Guides



Case studies



Training modules



Trainings and Events



Online and Face-to-face

SMEs and BSOs

**Capacity and
resources
development**

Fairs and events

Local experts

**Local and regional
focus**

Contacts

Latin America IP SME Helpdesk: info@latinamerica-ipr-helpdesk.eu

India IP SME Helpdesk: india@iprhelphelpdesk.eu

Intellectual Property in Africa: africa.iphelphelpdesk@euipo.europa.eu

South-East-Asia IP SME Helpdesk: expert@sea-iphelphelpdesk.eu

European IP SME Helpdesk: service@iprhelphelpdesk.eu

China IP SME Helpdesk: question@china-iprhelphelpdesk.eu

Website & social media

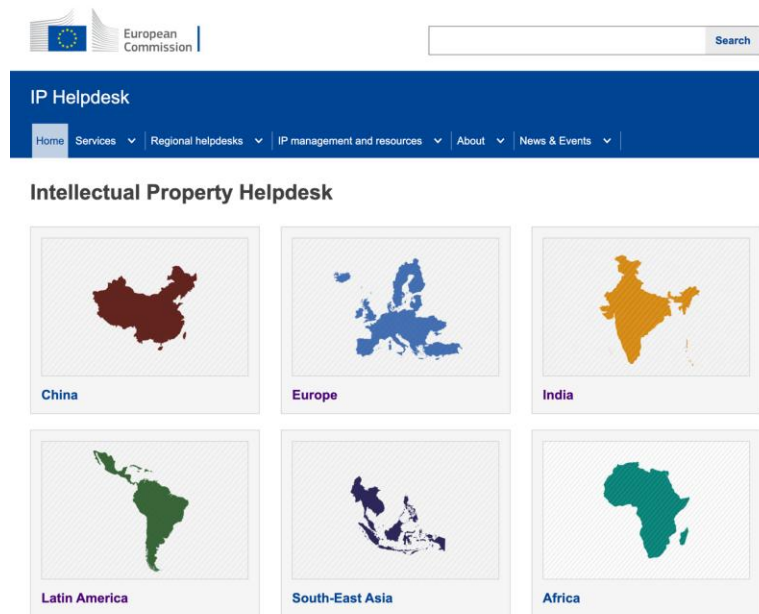
www.ec.europa.eu/ip-helpdesk



[@Latin America IP SME Helpdesk](#)
[@India IP SME Helpdesk](#)
[@Intellectual Property in Africa](#)
[@South-East Asia IP SME Helpdesk](#)
[@European IP Helpdesk](#)
[@China IP Helpdesk](#)



[@latinamericaipr](#)
[@IndiaIPhelpdesk](#)
[@AfricaIPR](#)
[@ipSEAsia](#)
[@IPRHelpdesk](#)
[@Chinaiphelpdesk](#)



China and South-East Asia IP SME Helpdesk

Torino Fashion Match

01 of July 2026

Girish Somawarpet

Internal expert India and Latin America IP SME Helpdesks

INTERNATIONAL
IP SME HELPDESKS



AFRICA
IP SME HELPDESK

CHINA
IP SME HELPDESK

INDIA
IP SME HELPDESK

LATIN AMERICA
IP SME HELPDESK

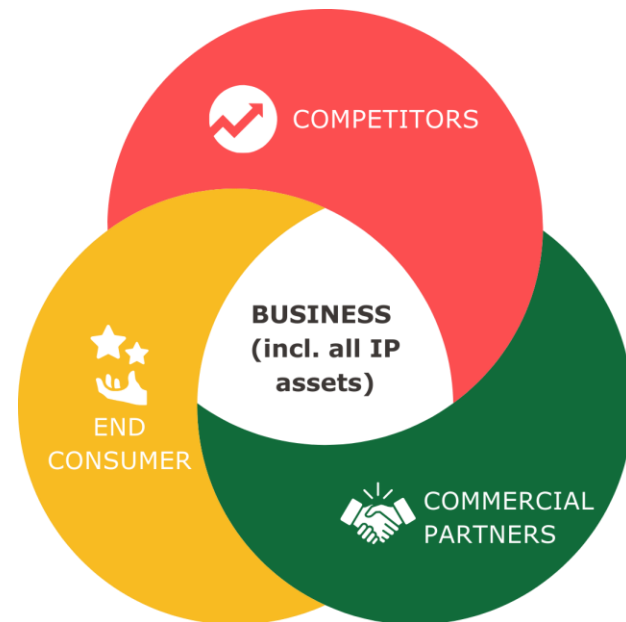
SOUTH-EAST ASIA
IP SME HELPDESK



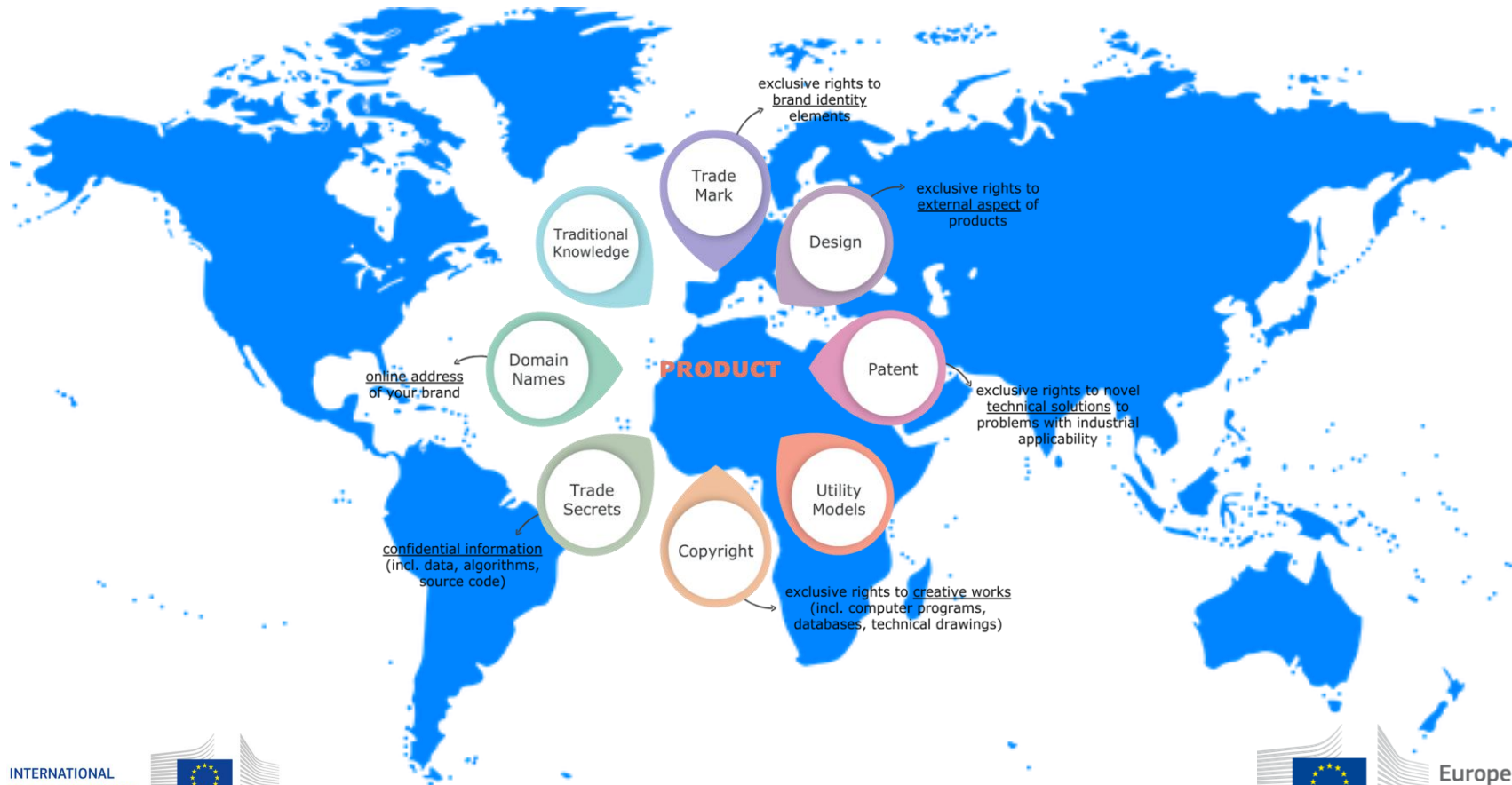
The role of IPRs in business

- Enable consumption
- Enable commercial relationships structuring
- Enable competitive advantage through

EXCLUSIVITY or in other words, the ability to defend one's interests

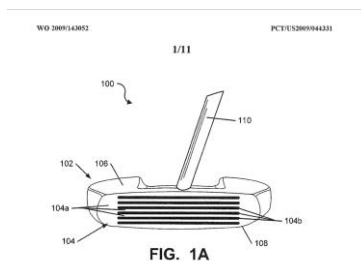


IP as an Opportunity that needs to be owned



Opportunity for being consumer's choice

GARMIN.

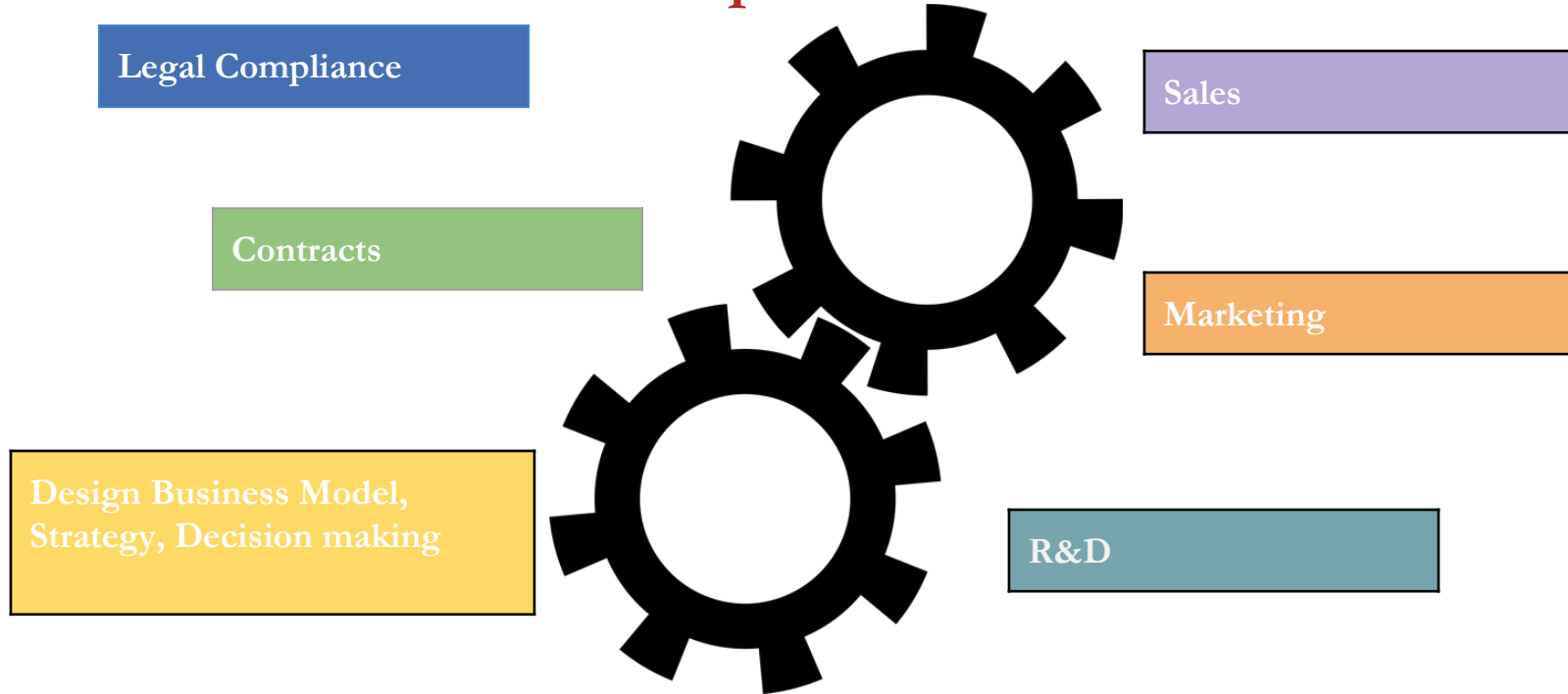


Opportunity for better business deal



- Sales of goods (ecommerce, retailers, etc.)
- Distribution agreements
- Agency agreements
- Franchise agreements
- License agreements
- Manufacturing agreements
- Supply agreements
- Joint Ventures
- Collaborations (other companies, influencers)

The value, however, is created when IPR is used as an operational tool



The path to Business Success

Registration

A valid right must exist
in the relevant territory

+

USE

actively integrate into day-to-day business activities to create value, structure relationships, and manage risk

+

Monitoring

Surveillance must be carried on a continuous basis

+

Enforcement

Actions against infringements must be taken

REGISTRATION

IP Registration Requirements

Registration

A valid right must exist in the relevant territory

Patents

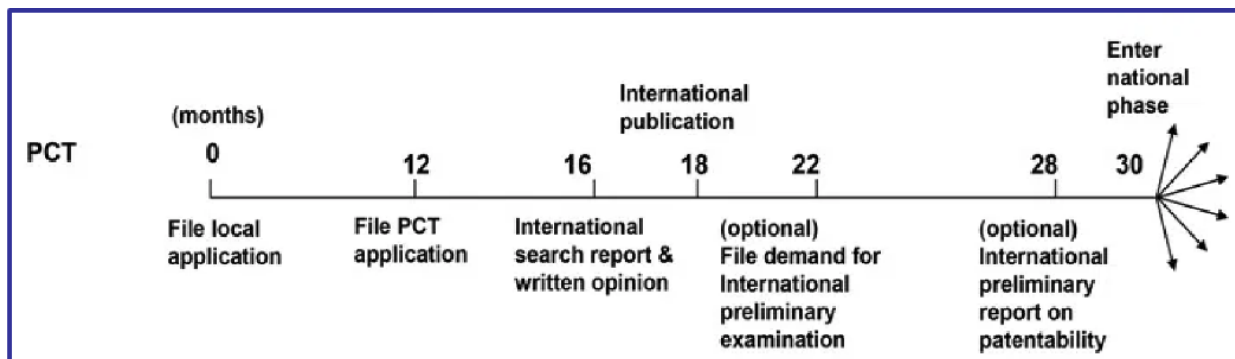
- Novelty
- Inventive step
- Industrial applicability

Trademarks

1. Availability
2. Non-descriptive
3. Distinct
4. Graphic represented

Only a natural person can be an inventor





The International Trademark Registration Process



IPR governs who owns value in ideas.

PCT (Patentes)

Brazil 🇧🇷
Chile 🇨🇱
Colombia 🇨🇴
Costa Rica 🇨🇷
Cuba 🇨🇺
Dominican Republic 🇩🇴
Ecuador 🇪🇨
Guatemala 🇬🇹
Nicaragua 🇳🇮
Peru 🇵🇪

Madrid (Marcas)

Brazil 🇧🇷
Chile 🇨🇱
Colombia 🇨🇴
Cuba 🇨🇺
Mexico 🇲🇽

Hague (Diseños)

Brazil 🇧🇷
Mexico 🇲🇽



LATIN AMERICA
IP SME HELPDESK

Designs In India

- To protect the shape, design, ascetics.
- Should meet the Novelty threshold.
- Registration Of Design Mandated In India For Protection.
- Within 6 months of international filing

Copyright protection for software In India

- Original Creative Works.
- If a product is industrially manufactured >50 ☐ No copyright, only design protection.
- Manuals can be protected with copyright notice.



STEP 4 - GEOGRAPHICAL INDICATION

- Raw materials/ artisanal and culture of specific geographical region.
- Use it in your building in your brand.
- Civil and Criminal Remedies available.



People Tree vs Christian
Dior

USE & MANAGMENT

Hence our recommendations are integrate IPRs within your daily operations

Administrative procedures

- registrations,
- oppositions,
- cancellations,
- declarations of use,
- renewals,
- customs registrations.

Business procedures

- monitoring business (IPR assets) interest,
- IPR policies, employee training,
- taking action before administrative/legal procedures,
- IPR life cycle,
- contracts, contracts life cycle,

Local legal requirements: Contracts

- Existence contract object (™, DS, Patents, Copyright)
- Territorial specificities regarding the object of the contract
- Recordal with the relevant authority (National IP Office)
- Recordal with other authorities.

IP Inventory

	Description of the Asset ASSET 1	Description of the Asset ASSET 2
Type of IP (Patent, Trade mark, Design, Copyright, Domain name, Trade secret, etc.)		
Asset Title/Name		
Brief Description (What is it? What does it do?)		
Associated Product/Service		
Inventor/Creator/Applicant name		
Application/Registration date and No.		
Priority Date (if applicable)		
Registration Date and No. (if applicable)		
Expiration Date (if applicable)		
Registered Jurisdictions (Countries or regions where this IP is)		

INDIA IP SME HELPDESK FACTSHEET

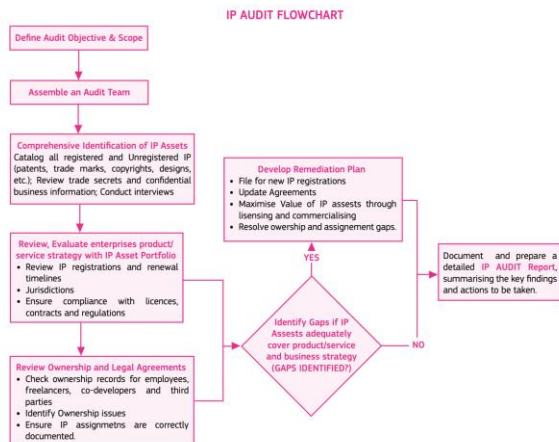
1. Introduction
2. IP Auditing Process
3. IP Auditing Process
4. Evaluating Audit Results and Next Steps
 - A. Optimizing your IP Assets
 - B. Actionable Recommendations Post-Audit
 - C. Developing a Proactive IP Management Strategy
5. Related Links and Resources

IP Audit for Enterprises



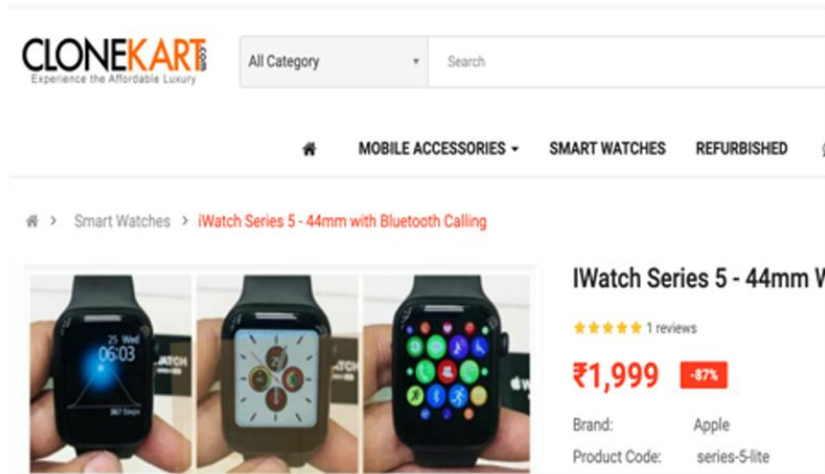
1. Introduction

Intangible assets have emerged as a critical asset for modern businesses, particularly small and medium enterprises (SMEs), often surpassing the value of physical assets. Intangible assets include intellectual property, know-how, vendor and suppliers' information, customer lists and price points, prototypes, ideas and plans, licenses and franchises, laboratory notebooks, brand recognition, customer relationships, business methodologies, contractual agreements, and goodwill, etc. These assets play a crucial role in shaping the success of enterprises, especially in today's knowledge economy. Identifying and managing intangible assets is particularly important for small and medium enterprises (SMEs), as they can provide a competitive advantage and contribute to an enterprise's overall value.

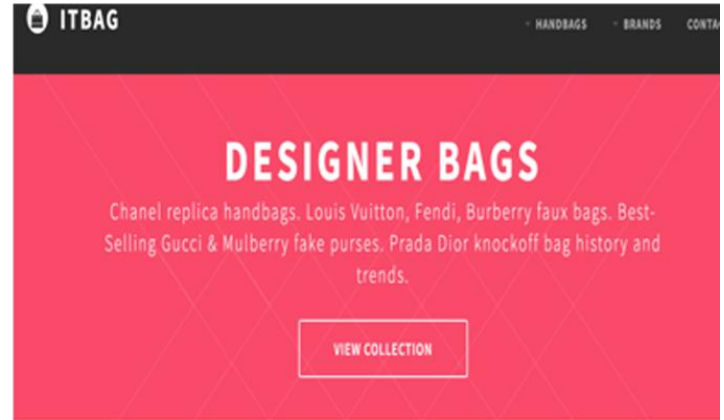


Monitoring and Enforcement

CARTIER vs. DIGAAZ. (www.watchcartz.com, and www.luxecart.com)



Recommendations: Brand owners may place an order from these websites and, after assessing the originality of the said product, may choose to initiate a civil or criminal proceeding against the website.



DESIGNER REPLICA HANDBAGS

Discount sale of imitation satchels, clutch and shoulder bags, totes.

The Most Iconic Chanel Bags

Chanel is one of the many brands that come to mind when you talk about designer bags. The brand established itself as a prominent fashion line that also manufactures the best bags used by high profile individuals. This brand's popularity resulted to numerous Chanel replica bags distributed in the market.



Civil Remedies-

- Interlocutory Injunctions,
- Mareva, Anton Piller Orders (Search and Seizures)
- Damages or Accounts of Profit

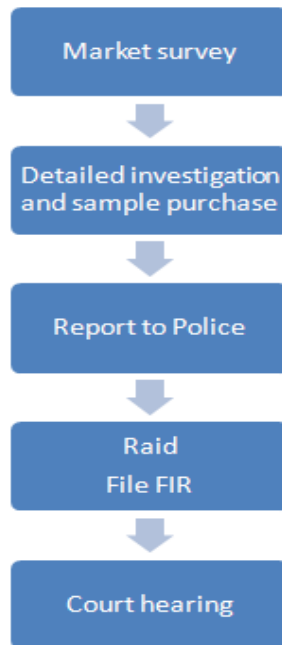
Criminal Remedies-

- Falsifying and falsely applying trademarks
- False descriptions.

Custom Measures

- Prohibit import/ export of goods.

Criminal Enforcement



Civil Enforcement



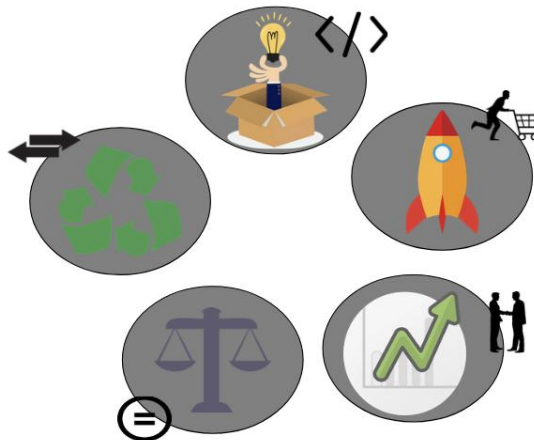
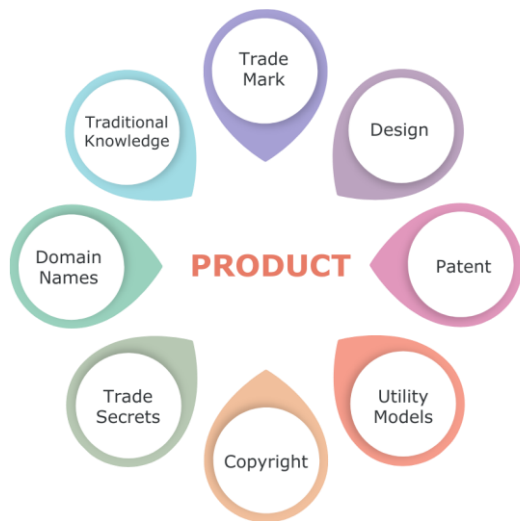
Case Study



Software + AI



R&D with the assistance of an specialised Uni



First Problem SMEs may have

Who is going to be the owner of the output in a R&D relationship

- Contracts are needed
- Local legislation is to be taken into account



Ownership of the R&D results

Contract vs Local Law

- University
- Portuguese Company



Partnership agreement

- Confidentiality
- Output ownership

Output commercialization

- Assets that will enable consumption
- Commercial structures that will validated R&D



Outcome



- Acquisition to preferential right
- License agreement with a third party
- Registration of the license agreement with INPI & Central Bank



China and South-East Asia IP SME Helpdesk

Torino Fashion Match

01 de July 2026

Elio De Tullio

External expert China and South-East Asia IP SME Helpdesk

INTERNATIONAL
IP SME HELPDESKS



AFRICA
IP SME HELPDESK

CHINA
IP SME HELPDESK

INDIA
IP SME HELPDESK

LATIN AMERICA
IP SME HELPDESK

SOUTH-EAST ASIA
IP SME HELPDESK

China & SEA / What to do before filing

Involve an EU IP Attorney

Study of the market

Investigation on competitors

Assessment of legal requirements and inherent protectability

Importance of preliminary searches before filing

Study of classifications for searching purposes

Prepare international protection

Priority period: use and abuse

Verify grace period

Check possible protection of non conventional trademarks

Preliminary assessment of design protection, its scope and duration

Verify the possibility to file utility models

Duration of each IPR and scope of protection

Availability of Fast Track (PPH)

China & SEA / Filing and registration process

- Titled and untitled rights
- First-to-file and First-to-Use system
- Protection of unregistered rights
- Subclassification in some countries
- Two filing paths: national vs international filing
- Priority period: use and abuse
- Allocate resources for prosecution
- Translations and transliterations
- Substantive examination and possible office actions
- Duration of IPRs and scope of protection



China & SEA / Understand how strong IP Portfolios

Test IP rights before IP offices and before Courts

Check distinctive capacity, inventive step and individual character in single jurisdictions

Check chances of success in countries of destinations

Study jurisprudence and case law for specific cases

Due diligence

Preparation of documents and reports for investors' purposes

Valuation and evaluation of IP portfolio

Valuation and evaluation of each single IP right



China & SEA /Challenges

Mistakes in filings
and poor protection

Undervaluation of
problems connected
with weak legal
requirements

Lack of protection
(and registration) of
trademarks in local
languages

Office actions and
provisional refusals

Trademark hijacking
& bad faith
applications

Non-registered
trademarks:
protection according
to the common law
tort of passing off

Unregistered design

Compulsory license

Copyright
registration, not
available everywhere

Administrative
enforcement not
available everywhere

Registration
certificate in each
country of the
international
registration

Case Studies

China: The Limits of Upcycling

Louis Vuitton Malletier v. Shenzhen Bangtu Co. (Hangzhou Intermediate Court, 2026)

The Dispute:

- ❖ A Chinese company (Bangtu) purchased second-hand, genuine Louis Vuitton bags, dismantled them, and reassembled the materials into new, altered handbag designs sold online.
- ❖ The repurposed bags kept the highly recognizable Louis Vuitton exterior monogram trademarks intact, while Bangtu only put its own logo on interior tags or zipper hardware.



China: The Limits of Upcycling

Louis Vuitton Malletier v. Shenzhen Bangtu Co. (Hangzhou Intermediate Court, 2026)

The Core Legal Arguments:

- ❖ **Defendant's Claim:** Argued "circular reuse" (sustainability) and the Doctrine of Trademark Exhaustion, since the source materials were legally bought, genuine items.
- ❖ **Louis Vuitton's Claim:** Alleged trademark infringement and unfair competition. The items were materially altered without the brand's supervision or quality control.



China: The Limits of Upcycling

Louis Vuitton Malletier v. Shenzhen Bangtu Co. (Hangzhou Intermediate Court, 2026)

The Court's Ruling:

- ❖ **Exhaustion Denied:** The Court ruled that trademark exhaustion only applies to the resale of unchanged, genuine goods. Once a product is dismantled and materially transformed, the continuity is broken.
- ❖ **Post-Sale Confusion:** Even if buyers knew it was "upcycled," third parties viewing the bags in daily public use would only see the prominent exterior LV monogram, resulting in unauthorized attribution.

Key Takeaway

- Sustainability and upcycling do not justify the commercial use of luxury trademarks on substantially modified products.
- Brands retain the right to control quality, origin, and reputation associated with their marks.



SEA (Indonesia): Trademark Hijacking & "Ghost Stores"

Arc'teryx (Amer Sports Canada) v. Perfect Supply Chain Co. Ltd. (Jakarta Commercial Court, Indonesia, 2025)

The Dispute:

- ❖ In 2025, realistic, high-end "Arc'teryx" branded physical stores opened in major luxury shopping centers in Bali and Jakarta, featuring the original brand's logos and aesthetics.
- ❖ The actual global owner (Amer Sports Canada Inc.) issued a public alert declaring it has zero official retail operations, authorized distributors, or warranties in Indonesia.



SEA (Indonesia): Trademark Hijacking & "Ghost Stores"

Arc'teryx (Amer Sports Canada) v. Perfect Supply Chain Co. Ltd. (Jakarta Commercial Court, Indonesia)

The Core Legal Challenge:

- ❖ **First-to-File System Exploited:** A China-based entity legally secured the "Arc'teryx" trademark registration in Indonesia because the Canadian brand had not filed locally first.
- ❖ Under Indonesia's strict **territoriality principle**, the local IP office (DJKI) initially ruled that the rights legally belonged to the first filer, allowing the "unauthorized" stores to operate legitimately under local law.



SEA (Indonesia): Trademark Hijacking & "Ghost Stores"

Arc'teryx (Amer Sports Canada) v. Perfect Supply Chain Co. Ltd. (Jakarta Commercial Court, Indonesia)

The Litigation & Status:

- ❖ Arc'teryx filed a cancellation lawsuit claiming **bad-faith registration** and widespread consumer confusion, leveraging their global fame dating back to 1992.
- ❖ While the initial lower court rejected the petition over rigid registration rules, the brand is pursuing appeals to defend its global brand integrity.

Key Takeaway

- **File Before You Expand:** Do not leave a market vacuum. In strict first-to-file SEA jurisdictions like Indonesia, bad-faith actors can legally open "ghost stores" selling lookalike/unlicensed goods if the original creator lacks local, proactive registration.



SEA (Singapore): Calculating Statutory Damages for Counterfeits

Louis Vuitton Malletier v. Ng Hoe Seng (High Court of Singapore, 2025)

The Dispute:

- ❖ An unrepresented online retailer (trading as EMCASE SG) committed 121 documented instances of trademark infringement by advertising and selling counterfeit goods across multiple e-commerce platforms.
- ❖ Similar to other "upcycling" pretexts, the defendant falsely marketed several items as being made from authentic, repurposed Louis Vuitton materials.

Louis Vuitton



Counterfeit Version



Louis Vuitton phone case and passport cover compared with counterfeit versions

SEA (Singapore): Calculating Statutory Damages for Counterfeits

Louis Vuitton Malletier v. Ng Hoe Seng (High Court of Singapore, 2025)

The Core Legal Challenge:

- ❖ **Proving Actual Loss:** Because knock-offs of ultra-luxury items do not strictly replace genuine sales, luxury brands face high evidential hurdles in quantifying exact financial damages or calculating the infringer's hidden profits.
- ❖ **The Statutory Remedy:** Louis Vuitton opted for Singapore's statutory damages framework, requiring the Court to determine how to fairly penalize online counterfeiters under the Trade Marks Act (TMA).



SEA (Singapore): Calculating Statutory Damages for Counterfeits

Louis Vuitton Malletier v. Ng Hoe Seng (High Court of Singapore, 2025)

The Court's Ruling:

❖ **"Counterfeit" vs. "Infringing":** The Court applied the strict category of counterfeit marks because the use was "calculated to deceive" consumers into believing the items were authentic.

❖ **Key Damage Factors:** In awarding damages, the Court relied on four distinct indicators of the seller's bad faith:

- *Flagrancy & Recalcitrance:* The defendant ignored cease-and-desist letters and breached an interim court injunction to continue selling;
- *Unearned Benefit:* The seller achieved massive price mark-ups by free-riding on the luxury brand's reputation;
- *Damage to Reputation:* The primary harm was to the brand's exclusivity and goodwill, not just immediate lost sales;
- *General Deterrence:* A high penalty was required to deter easy, wide-reaching online counterfeiting operations.

Key Takeaway

- Singapore provides a robust and highly structured framework for statutory damages. Luxury brands do not need to prove a 1-to-1 loss of sales to secure severe financial penalties against online counterfeiters, provided they can document flagrant behavior and damage to their reputation.

China & SEA / Best practice and Take-Away messages



- Notification to the public of the existence/registration of IPRs
- File copyright application
- Collection of evidences during trade fairs
- Civil actions, criminal actions, administrative procedures
- Protection and enforcement of trade secrets
- Collection of documents and database with relevant material
- Surveillance system, monitoring registers and e-commerce platforms
- Monitor partners' and competitors' behaviours
- Verification of the compliance of contracts providing the local legislation as applicable law
- Use customs and administrative enforcement

International IP SME Helpdesks

www.ec.europa.eu/ip-helpdesk

Questions?





International IP SME Helpdesks

Closing remarks

INTERNATIONAL
IP SME HELPDESKS



Helpline

Intellectual Property in Africa: africa.iphelpdesk@euipo.europa.eu

China IP SME Helpdesk: question@china-iprhelpdesk.eu

Latin America IP SME Helpdesk: info@latinamerica-ipr-helpdesk.eu

India IP SME Helpdesk: india@iprhelpdesk.eu

South-East-Asia IP SME Helpdesk: expert@sea-iphelpdesk.eu

HELPLINE

free, fast & confidential

3 ^{working} *days*