

ABSTRACTS

As a great attention has been paid to the question of intellectual property rights in the world, various countries of the world have developed laws to reinforce protection of intellectual property rights. Especially, China has made desperate efforts to wipe off a dishonor that China recorded the highest piracy rates after being a member of WTO. Since 2004, China has become a major trade partner of South Korea. However, losses of Korean enterprises are still significant, and IP piracy and counterfeits in China remain a serious economic threat to Korean businesses. Accordingly it is important that we should understand intellectual property laws and system of China. This paper examines the feature of China's copyright law and trademark law in comparison with Korean laws, in addition to considering the types and cases of infringement of copyright and trademark. It also suggests various legal strategies and countermeasures against infringement of rights in China. The volume of trade between Korea and China will further increase hereafter, and so particular attention and research are necessary to improve the protection of our intellectual property rights.

Keywords : Chinese copyright law, Chinese trademark law, infringement, Chinese piracy, counterfeits, intellectual property protection