

# Toys & Licensed Goods Industry Fact Sheet

## 玩具及授权产品行业情况说明书

**Group Coordinator:** Emo Dong, Disney

小组协调员：董晶，迪士尼

**Group Members:**

小组成员：

Deere	Disney	Ferrero
Hasbro	LEGO	Mattel
MGA Entertainment	NBA	NBCUniversal
Stokke	Walmart	M&G (Observer)

### Key Objective(s)

主要目标：

- Provide forum to discuss related IP issues and industry related best practices
- Conduct training seminars/product verification seminars with key enforcement units for our industry.
- Lobby relevant counterfeit issues among members through QBPC to Chinese Authorities to increase government and public awareness.
- Create mechanism for joint actions and notification of seizures.
- 为讨论相关的知识产权问题和行业相关的最佳实践提供论坛。
- 与主要执法单位共同举办行业培训研讨会/产品验证研讨会。
- 通过品保委向中国主管部门游说会员中的相关假货问题, 提高政府和公众的认识。
- 建立联合行动和查获通报机制。

### Introduction

介绍：

The Toys & Licensed Goods Industry is a established sub-department of the QBPC. The Industry is established to provide a forum for QBPC member companies with similar counterfeit problems in China.

玩具及授权产品行业属于品保委成立的一个行业事务部。该小组的成立旨在为中国的类似假冒问题的品保委员会提供一个交流的论坛。