

Kuidas kaitsta oma tootemärki varguse eest ehk Stigo uskumatud seiklused Hiinas

Ardo Reinsalu
www.stigobike.com



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Teistele meeldib
ka sinu toode





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小巧轻便

2秒折叠，13.5kg的重量
40*40cm的折叠后占地面积





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24608 jagamist



MattiOunapuu

10-15 14:56 From 微博 weibo.co...

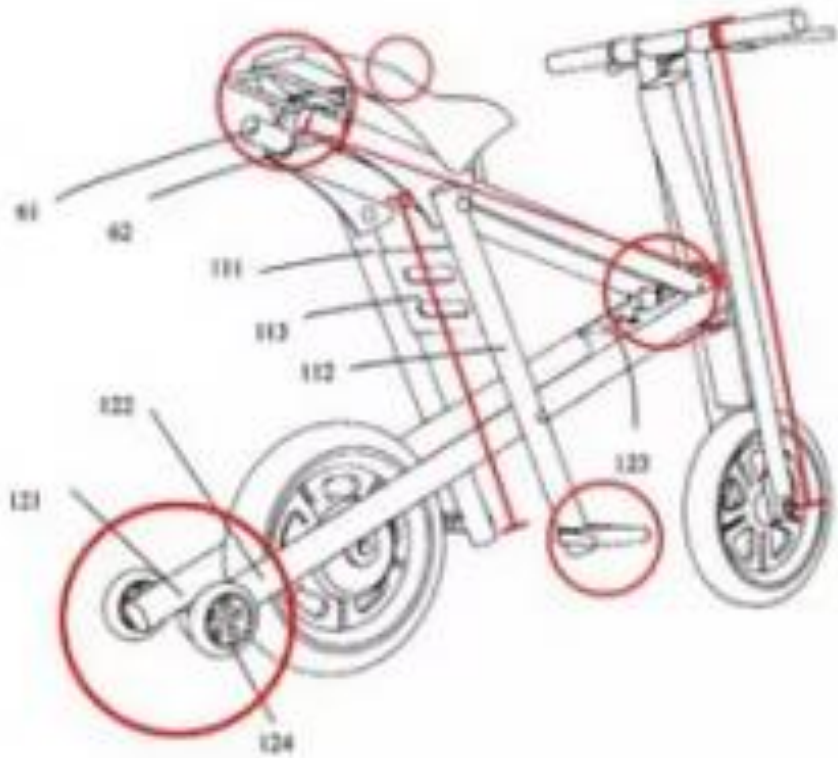
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Olgugi, et ma ei ole maailmakuulus disainer, olen ma oma loomingule pühendunud ja loodan, et minu töö leiab austust ja lugupidamist ka teiste silmis. 我知道我并不知名，但我希望我的作品能够得到别人基本的尊重!

Minu nimi on Matti, olen Eestist pärit disainer. Juba väga noorelt tärkas minus huvi põnevate toodete loomise vastu.

Mõned päevad tagasi saatis üks mu Hiina sõpradest mulle pildi ning ütles, et minu disainitud toode on ühe Hiina elektrimopeede tootva firma YunZao poolt järele tehtud.





(截取自云马的专利文件)



STIGO



All Things Chinese ▶ [Business in China](#)

Oct 17, 2015



Jack Ma, the owner of China's biggest online market, is accused of stealing folding bike design concept from Estonian designer Matti Ounapuu's Stigo, an electronic scooter, of which he holds a patent since 2013.

Just a day after Jack Ma's team announced the new product YunBikeX1, on October 15, Matti Ounapuu posted on the most popular Chinese social media Weibo calling it a copycat product.

Jack Ma team denied the charge.

This is a link to Matti Ounapuu's Weibo posts: <http://buff.ly/1LTVhKY>

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WHAT IS STIGO

GET MORE INFORMATION
about pricing, availability, updates



PLAY VIDEO

Stigo gives you
ultimate commuting
freedom

FIND OUT MORE

SITGO

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GET MORE INFORMATION
About Pricing, Availability, Updates



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SITGO Kickstarter
Project Online
Now, Please Share
And Back Us, thank
you!

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Stigo is the world's fastest-folding electric scooter

Stigo was developed in response to the need expressed by many urban commuters for an electric bicycle or scooter.

However, there was always the problem of where to store the vehicle. It is not that easy to take a bicycle into a city apartment or find a place on the street to charge your electric scooter.

The Stigo solution is really simple – it folds into a wheeled suitcase-type package you can bring along anywhere and charge from a regular outlet.

GET YOUR STIGO



- Speeds up to 25 km/h
- Weighs 13.5 kg
- Folds up in 2 seconds with footprint a mere 45x40 cm
- 250W hub motor
- 36V Lithium-Ion battery
- Drives up to 30 km with a single charge
- L1e-B street legal electric scooter
- Doesn't need parking space
- Can be charged from a regular outlet

Sitgo is the world's best-folding electric bike.

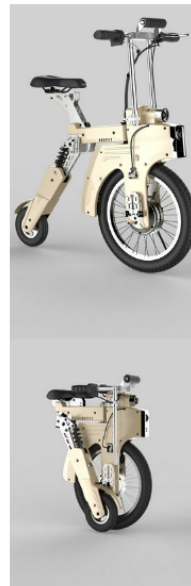
Sitgo has cool appearance, simple, lightweight and easy to store with 3 simple folding steps, it's the best partner when you travelling around.

Sitgo not just an ordinary electric bicycle, it has USB charging port, which can be used to charge your cell phone, MP3 and other digital equipment at anytime, anywhere.

Sitgo also has a 360-degree rotating cell phone holder, you can riding while listen to the music or check on your navigation, with an unique 12V cigarette lighter charging function, it will keep your SITGO never run out of power, it's your best travel companion.

GET YOUR SITGO

TAKE STIGO WHEREVER YOU GO



- Battery: 36V 8.8AH power lithium battery
- Motor: 180W brushless hub motor
- Speed: 0-25KM/H can be adjusted
- Range: 35-40KM
- Suitable Height: 155-195mm
- Tire size: front wheel 18 inches, rear wheel 8 inches
- Pedals: Folding aluminum skid pedals
- Climbing angle: less than 15 degrees
- Maximum load: 120KG
- Charging time: 3-5 hours
- G.W./N.W: 23KGS/20KGS
- Charger: 110-220V Household Charger + 12V car cigarette lighter charger

TAKE SITGO WHEREVER YOU GO

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Sign up for your own Stigo

We are currently registering orders for the first 500 units delivered in 2015! If you want to be among the first 500 and take advantage of the Early Bird discount, fill in the form below. We will contact you shortly.

Sign up for your own SITGO

We are currently registering orders for the first 600 units delivered in 2015! If you want to be among the first 600 and take advantage of the Early Bird discount, fill in the form below. We will contact you shortly. [SITGO Kickstarter Project Online Now](#), Please share and back us, thank you!



From: Christopher Disalvatore <christopher.disalvatore@millennialgroups.com>
To: Domain Owner
Cc:
Subject: stigobikes.com

Sent: K 01.11.2017



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Soovitused

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- Hiina-laadsetes riikides taotle samaaegselt
- Tekita sihtriikides koheselt uudiseid, et jääks selge ajaline jälg
- Kaasa kohalikus keeles sotsiaalmeedia
- Too toode kiiresti turule
- Võitlemiseks vali kohalikele tavadele sobilik moodus
 - Juriidiline vaidlus
 - Vestlus, kokkulepped, piiride jagamine
 - Meedia + sotsiaalmeedia
 - Riiklik tasand, ametnikud
- Ole kiirem!

**DON'T WORRY ABOUT
PEOPLE STEALING
YOUR DESIGN WORK.
WORRY ABOUT THE
DAY THEY STOP.**

JEFFREY ZELDMAN