

## Wanhuida Partner speaks at JETRO symposium

Time: June 13  
2024

On 13<sup>th</sup> June 2024, the “*First General Assembly of Intellectual Property Group in China & JETRO Intellectual Property Symposium*”, which is organized by the Japan External Trade Organisation (JETRO), is held at the Embassy of Japan in Beijing. Delegates from over 200 Japanese corporations like Toshiba, Panasonic and Toyota attend the event virtually and offline.

Dr. Huang Hui, Partner and member of Management Committee at Wanhuida Intellectual Property, shares insights on “*Updates on Combating Trademark Squatting and Counterfeit Products Camouflaged with Copycat Trademarks*”. Dr. Huang prepares the floor on the evolving history of counterfeit products as well as the *status quo* of trademark squatting and bad faith applications in China. He then delves into how to fight those counterfeit products, to which copycat trademarks lend a veneer of legitimacy. Dr. Huang demonstrates via case law on how brand owners could crack the veneer and stop the trademark infringement by leveraging trademark administrative and civil procedures.



Dr. Huang Hui

In the ensuing Q&A session, Dr. Huang answers the questions raised by in-house and private trademark practitioners.



Q&A session

The firm's Partner He Shanmei and Trademark Counsel Hu Wenjing also attend the event.



Attendees