

Wanhuida holds second 25th anniversary salon in Hangzhou

Time: July 25
2024

On 25th July 2024, the “Enforcement Strategy of Trademark and Design Patent Salon” is held in Hangzhou. The event, which is jointly organized by Wanhuida Intellectual Property and in-house membership service vendor LCOUNCIL, is part of the serial events dedicated to celebrating Wanhuida’s 25th anniversary.



Participants

The event kicks off with the welcome remark of Zhao Xiangle, Director of Legal Department, Hailiang Group.



Zhao Xiangle

Zhang Han, Wanhuida Partner shares insights on “*Corporate Trademark Enforcement Strategy*”. Mr. Zhang prepares the floor on the civil and administrative remedy against trademark pre-emptive registration from a case law perspective. He then delves into the offense and defense strategy in trademark distinctiveness cases and the key takeaways in terms of evidence collection in seeking punitive damages. His presentation is concluded with a detailed analysis over the challenges and pitfalls surrounding enforcement of registered trademarks of high and low distinctiveness.



Zhang Han

Xi Changhong, IP head of Proya Cosmetics Ltd. speaks on “*Corporate Trademark Enforcement Strategy: A Practical Perspective*”. Mr. Xi elaborates on the various trademark infringement acts and the remedial approaches thereof from a case law perspective.



Xi Changhong

Sun Jing, Senior Associate of Wanhuida, offers a systematic introduction from formulation of strategy, infringement assessment, to available recourse of design patent enforcement. She underscores the key takeaways in evidence collection in administrative complaint and civil infringement proceeding, infringement analysis and the prior art defence, as well as other procedural matters.



Sun Jing

Wanhuida Partner Li Jie hosts the Q&A session. She answers the questions raised by the participants and shares tips and practical takeaways in navigating the terrain of trademark and design patent enforcement.



The salon is concluded with a tour at the Hailiang premises.



Group photo

