

# Wanhuida jointly organizes webinar with SwissCham China & SSTP

Time: Oct 25  
2022

On Tuesday 25<sup>th</sup> October 2022, a webinar on "Patent and trademark strategies for startups and SMEs entering China", which is jointly organized by SwissCham China, the SinoSwiss Technopark (SSTP) in Chongqing and Wanhuida Intellectual Property are held virtually via Zoom.

As a follow-up to this year's SSBICom (2022 Sino-Swiss Business Incubation Competition), the webinar is an IP knowledge sharing session for startups and SMEs interested in expanding to the Chinese market.

Wanhuida Partners Duan Xiaoling and Lei Yongjian speak on "Patent strategy & risk management" and "Trademark prosecution strategies" respectively. The event is moderated by Raphael Zumsteg-Yuan, Legal Manager of SinoSwiss Technopark and Southwest China Representative, SwissCham China.

The webinar attracts dozens of foreign corporate attendees.



The image shows a video player interface for a webinar. The main video area displays a night cityscape of Chongqing, China, with a small inset video of a speaker in the top right corner. Below the video, a blue banner contains the title "Patent and trademark strategies for startups and SMEs entering China" and the date and time "Tuesday, 25 October 2022, 3 PM Beijing time (9 AM CET)". At the bottom, there are logos for Wanhuida Intellectual Property, SSTP (SinoSwiss Technopark), SSBICom (2022 Sino-Swiss Business Incubation Competition), and swisscham.org. The video player controls at the bottom show a progress bar at 01:02:40 / 02:14:55 and a speed control icon.

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# Patent Strategy & Risk Management

*(for Startups and SMEs)*

By Xiaoling DUAN

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01:12:47 / 02:14:55

Speed

This image shows a video player interface for a presentation slide. The slide has a blue background with a white fingerprint graphic on the left. The title is 'Patent Strategy & Risk Management (for Startups and SMEs)' and the presenter is 'By Xiaoling DUAN'. The slide includes the Wanhuida logo and tagline 'Expertise Makes It Possible' and the website 'www.wanhuida.com'. The video player shows a progress bar at 01:12:47 / 02:14:55 and a speed control button.

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# Trademark prosecution strategies for startups and SMEs in China

Yongjian Lei ([leiyongjian@wanhuida.com](mailto:leiyongjian@wanhuida.com))

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01:45:08 / 02:14:55

Speed

This image shows a video player interface for a presentation slide. The slide has a blue background with a white fingerprint graphic on the left. The title is 'Trademark prosecution strategies for startups and SMEs in China' and the presenter is 'Yongjian Lei (leiyongjian@wanhuida.com)'. The slide includes the Wanhuida logo and tagline 'Expertise Makes It Possible' and the website 'www.wanhuida.com'. The video player shows a progress bar at 01:45:08 / 02:14:55 and a speed control button.