

## Wanhuida Partners attend 36th MARQUES Annual Conference

Time: Sept 20  
2022

From Tuesday 20<sup>th</sup> to Friday 23<sup>rd</sup> September 2022, the 36th MARQUES Annual Conference is held in Madrid, Spain.

Themed “CELEBRATING MARKS: How sustainability and technology will shape the future of brands”, the Conference sessions address in particular how sustainability and new technologies will shape the future of brands. Topics discussed include Artificial Intelligence (AI) and Blockchain; digital dispute resolution; how to integrate and prioritise sustainability; responding to external disruption; virtual/augmented reality and deep fakes; branding innovative products; and enforcement in the metaverse. The Conference also features panels on CJEU and General Court case law, judicial approaches to parasitic competition and international design protection strategies.

Dr. Huang Hui, Partner and Management Committee Member of Wanhuida Intellectual Property and Paul Ranjard, the firm's Partner attend the meetings of Amicus Curiae Team and Geographical Indications Team at the Annual Conference.



Dr. Huang Hui & Paul Ranjard

MARQUES is the European association representing the interests of brand owners since 1986. It is a highly respected and influential brand owners association.