

Wanhuida Partner speaks at INTA Flash Briefing webinar

Time: Dec 11
2024

On December 11, 2024, the INTA China Office and INTA Asia-Pacific Office jointly host the 4th Flash Briefing on Regional Development in China. Featuring “Corporate Update on IP Developments in China”, the webinar is the reciprocal finale to a series of events targeting members from China who are interested in IP developments in ASEAN that were held over October and November.

The event, which provides a comprehensive overview of China’s intellectual property (IP) landscape, attracts over 70 registrants, of which 40 representatives are from ASEAN brands.

It focuses on the IP concerns of foreign enterprises in China, highlighting copyright and trade dress protection, and strategies for addressing infringement. The insights shared during the session aim to support ASEAN companies in overcoming challenges and navigating the complexities of expanding into the Chinese market.

The flash briefing is moderated by Walter Chia, INTA Chief Representative Officer, Asia Pacific.



Walter Chia

He Wei, Partner of Wanhuida Intellectual Property speaks on “China IP Development: Trade Dress Protection”. Wei starts with an overall introduction on the available remedies for trade dress protection in China. Through a systematic review of landmark cases and the latest judicial practice, Wei delves into the judicial trends over trade dress enforcement in China and offers brands pertinent takeaways for the formulation of practical enforcement strategies.



He Wei

A presentation slide titled "Available Remedies" for Trade Dress Protection. On the left, a large grey arrow points left towards the text "Trade Dress Protection". Below this, it says "All can be applied, but each presents its own complexities". On the right, four numbered items are listed, each with an icon and a brief description:

- 1. Design Patent: Easy to obtain right, medium enforcement power and short protection period.
- 2. Trademark: Strongest enforcement power, but different to get the trade-dress registered.
- 3. Unfair Competition: High reputation is required to establish trade dress right, relative high enforcement power.
- 4. Copyright: Protected as applied art, requiring high artistic value, but the rules are rather vague.

The slide includes logos for Wanhuida Intellectual Property (25th anniversary) and INTA.

Fellow speakers share insights on “China IP Development” and “Common Copyright Issues Businesses Often Face”.

The event is concluded with a heated Q&A session.