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Wanhuida Partner lectures at BAIC Group

Time: Apr 26 2024

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From 22nd to 26th April 2024, the Beijing Automotive Group Co., Ltd. (BAIC Group) organizes theme event featuring "Fueling High-quality Development through Commercialisation and Utilisation of Intellectual Property" with an aim to promote the group's capability in terms of creation, protection, utilization and management of intellectual property.

Dr. Huang Hui, Partner and Management Committee member of Wanhuida Intellectual Property, lectures on "Brand Internationalisation in the Legal Context: Strategies to Mitigate Risks & Ensure Compliance".

Dr. Huang delves into the trademark problems prevalent in the automobile industry from an array of angles including cultural nuance of target market, brand protection, as well as the use, revocation, and enforcement negotiation of trademarks. The lecture is concluded with an in-depth communication with the participants from BAIC's Legal & Compliance Department and Technology & Product Management Department.



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