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## Wanhuida Partner speaks at INTA GI Flash Briefing

Time: Apr 22 2024

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On 22<sup>nd</sup> April 2024, the INTA Flash Briefing on Geographical Indications in China is held virtually.

Moderated by Lindsey Low, Deputy Director of Legal Affairs, Scotch Whisky Association, the briefing explains the effect brought by the entry-into-force of the "GI Product Protection Measures" and "Regulations on the Registration and Management of Collective and Certification Trademarks" in China and explores how to protect Geographical Indications in China using the current legal and administrative systems.

Lei Yongjian, Partner of Wanhuida Intellectual Property shares insights on "China Flash Briefing on New GI Product Measures" in the capacity of the INTA Geographical Indications Committee member. Mr. Lei prepares the floor on the legislative framework of the Chinese dual system regarding GI protection, namely the sui generis system prevailing in the European Union and the trademark system covering collective or certification marks prevailing in other parts of the world. He then dives into the comparison study of the systems in terms of statistics and practice in the last decade, followed by the dissection of the newly promulgated "GI Product Protection Measures", the major changes and issues to be clarified in the future.

After the presentation, Mr. Lei and his fellow speakers answer questions raised by the participants covering the opposition procedure of GI trademarks, foreign GI trademark filing requirements and grounds for refusal over GI trademark applications. Practical tips are also handed out as to how to best leverage the Chinese framework to maximize protection of GIs.



Lei Yongjian

The event attracts over 30 participants from businesses, industry associations and law firms.

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