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## Wanhuida Partner speaks at Beijing IP Lounge

Time: Mar 22 2024

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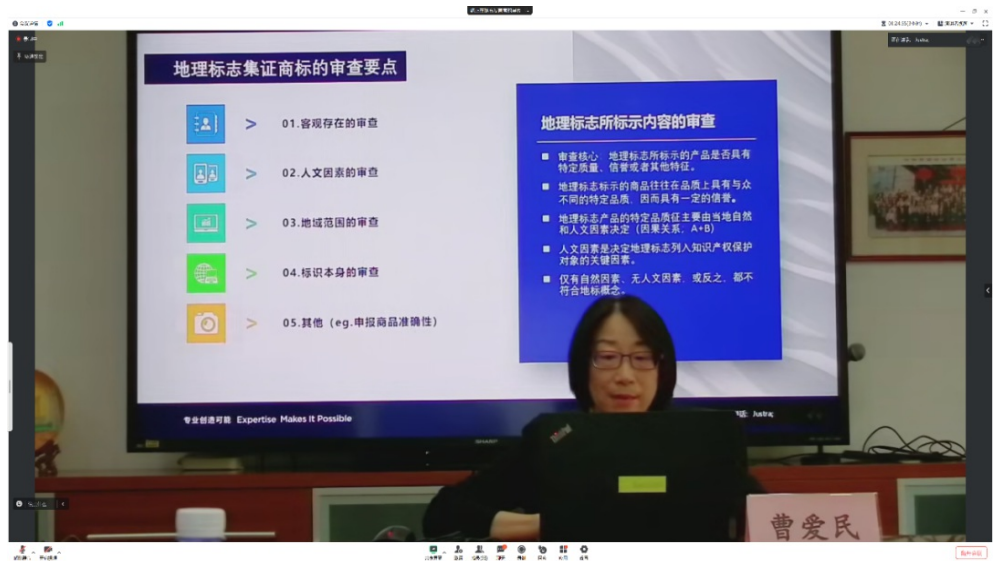
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Under the auspice of the Beijing Municipal Intellectual Property Office, the 4<sup>th</sup> session of the “Beijing IP Lounge: Training Session on Protection of Geographical Indication Products”, which is hosted by Beijing JUSTRA Intellectual Property Center and organized by Taobao and Tmall Group, is held on 22<sup>nd</sup> March 2024. The event is a response to the local governmental authority’s initiative in promoting geographical indication brands and the GI brand value.

The session features two lecturers: Cao Aimin, Partner of Wanhuida Intellectual Property and Liu Yuan, Certified Instructor of Taobao and Tmall Group.

Cao Aimin speaks on the “Registration and Protection of GI Collective Mark and Certification Mark”, dissecting tricky problems in GI protection from a case law perspective.



Cao Aiming

Liu Yuan speaks on “Growing GI Brands: Content E-commerce Facilitates Regional Marketization”, analysing the marketing model and the framework of GI marketization, as well as the route of realizing brand value through operation of content e-commerce platforms.

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The event is concluded with heated discussion over best practice and legal hurdles in the GI protection practice. The event attracts over 130 participants including the heads from the BIPO's IP Protection Section and the district IPOs in Beijing as well representatives of businesses registering and using GIs.