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## Wanhuida partner moderates and speaks at INTA TMAP Table Topic

Time: Oct 01 2023

@Wanhuida Intellectual Property

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From 1<sup>st</sup> to 3<sup>rd</sup> October 2023, the INTA Trademark Administrators and Practitioners (TMAP) Meeting is convened in Denver, Colorado, USA.

The 2023 TMAP Meeting is an event dedicated to trademark administrators, paralegals, young practitioners, and attorneys who manage a global trademark portfolio. This year's event features engaging sessions on emerging tech issues in IP (including artificial intelligence, NFTs, and the metaverse), domain name protection, non-traditional marks, and cultural appropriation, exciting BD excursions, among others.

On 2<sup>nd</sup> October, Li Yunquan, Partner of Wanhuida Intellectual Property moderates the table topic discussion on *"Howto best secure and protect your trademark in China"*. Panelists have thought-provoking discussions on an array of issues including *"Howto balance the first-to-file and the first-to-use system?"*, *"What about the use evidence for defending non-use cancellations? Use requirements at different stages?"*, *"The trademark filing strategy, subclasses system, Madrid application or national application, defensive applications, use requirement etc.?"*, just to name a few.

Yunquan also shares insights and takeaways on the *"Strategy or Best Practice of Protecting Trademarks in China"*. Yunquan interacts with fellow panelists including Gernez Owens, NBC Universal Media, LLC Manager, Lead Paralegal, Dorothy Agoglia, Medtronic, Principal Trademark Paralegal, among others.

The firm is a platinum-strategic sponsor and an exhibitor at the TMAP meeting. Its Trademark Counsel Li Chen and Marketing Specialist Carmine Bai attend various business development and networking events.

The 2023 TMAP meeting is the association's largest to date, with attendees coming from 54 countries.

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Li Yunquan interacting with a visitor to Wanhuida booth



Visitors interacting with Li Chen and Carmine Bai at the booth





Li Chen, Li Yunquan & Carmine Bai (L to R)