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Wanhuida Partner speaks at QBPC workshop in Shanghai

Time: July 28 2023

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On 28 July 2023, the “Trademark clearance search, risk assessment & overall filing workshop”, which is organized by the Quality Brands Protection Committee (QBPC) of China Association of Enterprises with Foreign Investment (CAEFI), is held virtually and in person.

The workshop is moderated by Michael Yu, Chair of QBPC Legal Committee. The workshop focuses on topics: “Interpretation & Use of the Classification of Similar Goods and Services”, “Trademark clearance search and risk assessment”, as well as “Trademark layout strategy”.

Cai Ye, Partner of Wanhuida Intellectual Property dissects the frequently asked questions surrounding the use of the “Classification of Similar Goods and Services” by the brand owners from the industry of fast-moving consumer goods. She then shares some takeaways on trademark clearance search and offers insights on how to assess the risks pertaining to trademark use.



Group photo

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Cai Ye