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Wanhuida holds first 25th anniversary salon in Guangzhou

Time: July 12 2024

@Wanhuida Intellectual Property

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On 12th July 2024, the Salon, which is themed “*Corporate Intellectual Property Management in the Context of Globalisation: Trademark Distinctiveness & Coping Strategy of Overseas Patent Infringement*”, is held in Guangzhou. The event, which is jointly organized by Wanhuida Intellectual Property and in-house membership service vendor LCOUNCIL, is part of the serial events dedicated to celebrating Wanhuida’s 25th anniversary.

The event kicks off with the welcome remark of Huang Suibo, Intellectual Property Manager, Miniso.



Huang Suibo

Li Jie, Wanhuida Partner shares insights on “*Coping with Risks Arising from Using Trademarks Devoid of Distinctiveness & Likelihood of Confusion in Business Operation*”. Ms. Li demonstrates how to overcome the non-distinctiveness of trademarks in trademark prosecution procedure and underlines that brand owners should avoid generic or descriptive signs in trademark design and use.

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Li Jie

Song Jiali, Senior Legal Manager, Meitu, elaborates on *“Use and Protection of Trademarks with Lower Level of Distinctiveness in Practice”*. Ms. Song advises brand owners to strengthen the distinctiveness of those inherently vulnerable trademarks through marketing promotion and branding initiatives.



Song Jiali

Xie Minnan, Wanhuida Partner, speaks on *“Building Overseas Patent Portfolio & Mitigating Risk of Infringement”*. Ms. Xie delves into the different patent prosecuting regimes of various jurisdictions, offers live examples on how to maximise the scope of protection of innovation, and provides an introductory overview over the infringement assessment practice in the United States and Europe.



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Xie Minnan

Jason Yao, Partner and Management Committee member hosts the Q&A session. Jason answers the questions raised by the participants and shares tips and practical takeaways in navigating the quickly evolving landscape.



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Jason Yao



Salon attendees

The salon is concluded with a visit to Miniso premises.



Group photo