



Expertise Makes It  
Possible

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## Wanhuida Partner speaks at ALB China IP Forum 2022

Time: Nov 01 2022

@Wanhuida Intellectual Property

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On November 1, 2022, ALB China IP Forum 2022 is convened at JW Marriott Hotel Beijing.

The Forum features three keynote speeches and a panel discussion.

He Wei, Partner of Wanhuida Intellectual Property serves as a keynote speaker. Wei speaks on "Intellectual Property Risks in Cross-border E-Commerce and Responses – A study on the markets in China and US". He first prepares the floor on the gray area of China's cross-border e-commerce retail imports, the potential risks of parallel import and key countermeasures. He then elaborates on the risks of cluster litigations based on IP infringement in the US. Wei concludes his presentation with a comparative analysis of the business operation mode and legislation of the two jurisdictions and offers insights for cross-border e-commerce companies.

The other two keynote speeches focus on "The Road to Trade Secret Protection" and "In the current digital economy era, what opportunities and challenges do enterprises face in protecting intellectual property rights?"

He Wei also moderates the panel discussion on "Protection and application of enterprise intellectual property rights in the era of digital economy". Panelists include Helen Lee, Head of Intellectual Property Business, Orion Food Co., Ltd., Li Xinge, Head of Legal, a Pre-IPO BioTech Company and Lu Yuan, IP Director of Kuai Shou.

Wanhuida also set up a booth at the Forum.

The forum brings together about 100 in-house counsels and IP practitioners.



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He Wei speaks at the forum



Attendees



He Wei moderating the panel discussion



Wanhuida booth