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Wanhuida Practitioners attend INTA workshop and town hall in Beijing

Time: Sept 26 2024

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On September 26, 2024, the INTA Workshop on the Trademark Protection of AI-empowered Software and Services, which was hosted by INTA's China Representative Office, was held in Beijing.

The workshop focused on the challenges brought by AI-driven software and services to the trademark examination and protection practice. The event brought together representatives from the China National Intellectual Property Administration (CNIPA) and the Beijing Intellectual Property Court, brand owners, and industry experts to discuss the challenges in Class 9, a mega-class in the digital era driven by AI-powered software and services. This seminar marked INTA's first joint program with CNIPA and the Beijing IP Court on a cutting-edge issue relevant to brand practitioners in China and globally.



Hu Meili, Senior Trademark Counsel of Wanhuida Intellectual Property attended the workshop.

On September 27, 2024, an INTA Town Hall convened in Beijing with a packed audience. This in-person event attracted more than 30 INTA members and brand representatives to discuss the latest trends and challenges in global IP.

INTA Chief Policy Officer Heather Steinmeyer delivered a keynote speech outlining the Association's mission and global advocacy activities. She highlighted INTA's strategic priorities in China and encouraged Chinese members to actively participate in the Association's formulation of 2026 - 2029 strategic plan and the committee nomination of the 2026 - 2027 term.

In the Q&A session, Ms. Steinmeyer answered a slew of questions raised by the participants including the global IP policy and legislative shifts, adjustment of INTA's future strategy and the globalization of Chinese brands. Lei Yongjian, Partner of Wanhuida Intellectual Property attended the town hall meeting.

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INTA Town Hall



Group photo (Lei Yongjian, R4)