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China Intellectual Property Standards published

Time: Dec 13 2024

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On December 13, 2024, the "China Intellectual Property Standards" (Japanese version), which is compiled by Wanhuida Intellectual Property



On December 16, 2024, the book was simultaneously marketed by major Japanese bookstores like Maruzen Bookstore, Junkudo Bookstore, and Kinokuniya Bookstore. Until December 20, 2024, the book quickly became the best seller in the management category of Maruzen Marunouchi Main Store, amassing over 10,000 reviews of its introduction posted on X (formerly known as Twitter).



The book features 7 chapters including "Overview", "Trademark Compliance", "Copyright Compliance", "Patent Compliance", "Anti-Unfair Competition Compliance", "Trade Secret Compliance", as well as "Anti-Monopoly Compliance in the IP Field". It parses the major laws, regulations and exemplary cases in each field, identifies the pitfalls and risks on both procedural and substantial levels from acquiring, asserting to protecting different intellectual property rights, and offers compliance advice to businesses in detecting and addressing underlying

risks and in dispute resolution.

The book also has two Appendices, in which the readers could find case law references and quickly pinpoint the sections and chapters they are interested in by leveraging the “Keyword index”.

Bai Gang, Founding Partner and Management Committee Chair of Wanhuida Intellectual Property is the editor-in-chief of the book.

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