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Wanhuida Partner speaks at WIPR Summit 2025

Time: Mar 12 2025

@Wanhuida Intellectual Property

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WIPR Summit 2025, which is hosted by World Intellectual Property Review (WIPR), returns to Chicago on March 12-13, 2025.

Featuring *"Create A Winning IP Strategy: Overcome Market Uncertainty, Harness AI, and Improve Efficiency"*, the event brings together IP owners and key stakeholders to share case studies and tactics on how they address the biggest challenges facing the industry, including inter alia *"Navigating the uncertain waters of AI"*, *"Monetization"*, *"International uncertainty"* and *"Evolving IP protection strategies"*.

Yang Mingming, Partner of Wanhuida Intellectual Property delves into the topic of *"Howto navigate the current Chinese IP prosecution and enforcement landscape"*, delivering an insightful presentation by offering from tips for navigating the processes in a changing arena, to the best overall strategy for robust IP protection in the Chinese market, and utilising administrative and judicial enforcement mechanisms.



Yang Mingming

Mr. Yang prepares the floor on an array of operational topics like the development and trends in trademark registration and use requirements, trademark examination and CNIPA's latest initiatives in curbing bad-faith trademark registration. His presentation focuses on sharing best practice in eliminating trademark squatting, offering viable approaches in initiating and/or responding to trademark cancellation actions, delineating OEM-associated risks, as well as providing takeaways in leveraging the Anti-Unfair Competition Law in brand enforcement. The presentation is concluded with pertinent advice on how to optimize brand enforcement strategy in China.

The firm is an exhibitor at the summit. Jason Yao, its Partner and Management Committee member and Carmine Bai, Marketing Specialist are also present.

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Jason Yao, Carmine Bai & Yang Mingming (L to R)