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Wanhuida Partner speaks at IPPH event

Time: Apr 22 2025

@Wanhuida Intellectual Property

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The 2025 National Intellectual Property Publicity Week, featuring *"Intellectual Property and Artificial Intelligence"*, is held from April 20 to 26. The flagship event, which is organized by the Organising Committee for the National IP Publicity Week is convened in Beijing on April 21st, 2025.

On April 22nd, 2025, the Intellectual Property Publishing House Co., Ltd. (IPPH) holds the *"Dialogue on exploring and applying AI in trademark sector"*. IPPH President Liu Chao delivers opening remarks at the event.

Wu Xiangrong, Partner of Wanhuida Intellectual Property delivers a keynote speech on *"Brand Protection 101: Trademark Standard Use & Preservation of Use Evidence"*. Mr. Wu delves into the prevalent offstandard trademark use scenarios and the legal risks associated with such use. He underlines the significance of preserving trademark use evidence, offers key takeaways and shares with the audience new preservation approaches in the electronic information era.



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