



WU Xiangrong

Partner

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Overview

Wu Xiangrong is a Partner and a Senior Trademark Counsel based in the firm's Beijing office where he has been practicing since 2008.

Xiangrong's practice covers trademark prosecution, protection and administrative litigation in China, as well as copyright registration and domain name dispute resolution. He also advises clients on trademark portfolio management and provides comprehensive and tailored brand protection strategy on a frequent basis.

Xiangrong has abundant experience in trademark prosecution matters, prosecuting thousands of cases and constantly addressing intricate legal matters arising in the registration, opposition, reexamination, invalidation & cancellation proceedings. His expertise also extends to Customs border interception and unfair competition matters.

Xiangrong serves a dozen multinationals and industrial magnets in a wide range of industries including luxury, telecommunication, media, pharmaceutical, FMCG and machinery.

In 2017, Xiangrong is elected member of the Young Practitioners Committee of the International Trademark Association (INTA) for the 2018-2019 term. In 2018, he represented AIPPI China National Group in drafting a resolution for a study program on the Registrability of 3D Trademarks. In 2019, Xiangrong is elected member of the INTA Harmonization of Trademark Law and Practice Committee for the 2020-2021 term. He continued to serve the same committee for the 2022-2023 term. In 2023, he was elected member of the INTA International Amicus Committee for the 2024-2025 term.

Credentials

B.A., Southwest University of Political Science and Law

Postgraduate Course, China University of Political Science and Law