

Expertise Makes It
Possible

Media Center > Events

Wanhuida organizes symposium in Shenzhen

Time: Sept 26 2025

@Wanhuida Intellectual Property

www.wanhuida.com

Expertise Makes It Possible

Wanhuida organizes symposium in Shenzhen

Media Center > Events

On September 26, 2025, the "IP Prosecution and Enforcement Hot Button Issue Symposium", which is jointly hosted by the Beijing JUSTRA Intellectual Property Center (JUSTRA) and in-house membership service vendor LCOUNCIL, organized by Wanhuida Intellectual Property, is held in Shenzhen.



The Symposium is moderated by Jason Yao, Partner and member of the Management Committee of Wanhuida Intellectual Property.



Mary Ma, JUSTRA Board Member delivers welcome remarks to the speakers and attendees.

Time: Sept 26 2025

[Media Center > Events](#)



The firm's Senior Counsel Zhou Bin speaks on "Comparison on Trademark Use Regime in China, EU and USA". She prepares the floor on an overview introduction over the registration principle, examination criteria, protection scope, trademark use requirement in official examination, cancellation regime and trademark use assessment in cancellation procedure. She then elaborates on the regulations governing the trademark use regime and the relevant case law. She concludes the presentation with practical takeaways including establishing standardized trademark use mechanism, ensuring the legitimate and effective trademark use, periodical submission of trademark use evidence and statement per the jurisdictional requirement and preservation of standardized chain of evidence.



Xie Yi, Legal Director, BAMA Tea, shares insights on "Guarding brand value & Rejuvenating business ecosystem". She underscores the significance of trademark prosecution and portfolio management, protecting the corporate trade name and company name, proactively curtailing freeriding and preemptive registration, as well as fighting counterfeits and clearing illegitimate sales channel, in promoting the brand reputation and goodwill, and creating and maintaining an organic business ecosystem.



Xie Haorong, Patent Counsel, Wanhuida Intellectual Property speaks on "Building Patent Portfolio & Eliminating Infringement Risk". He uses two recent case laws to analyse the inner link between patent portfolio and

infringement risk elimination, advocating that patentees coordinate their efforts in advancing the two-pronged objectives of creating a sound portfolio and mitigating the potential risk of Infringement.



Chen Tianwei, Legal Director, Guangdong Genius Technology Co., Ltd. shares insights on “Oversea Intellectual Property Protection Practice”. He advises businesses to navigate the overseas legal terrain with precaution and strategic contingency plan and do their due diligence to pinpoint the infringing culprit, so as to enhance the efficiency in enforcement actions. He underlines the importance of factoring into business need, investment of resource and implementation plan to formulate viable enforcement solution, best allocate resources and manage legal risks.



Jason delves into the “Hot Button & Knotty Issues in Brand Protection”. He delineates the current trend in brand protection and expatiates the sticking points in investigation, evidence collection, administrative enforcement and customs protection. He urges brand owners to prioritise the control over key steps in investigation and evidence collection, focus on online surveillance and leverage the efficient administrative route and resource in China.



The symposium is well attended.