

Expertise Makes It
Possible

Media Center > Events

Wanhuida Partner moderates INTA trade dress seminar in Beijing

Time: Oct 20 2025

@Wanhuida Intellectual Property

www.wanhuida.com

Expertise Makes It Possible

Wanhuida Partner moderates INTA trade dress seminar in Beijing

Media Center > Events

On Monday October 20, 2025, the Seminar themed “Navigating the Evolving Landscape of Trade Dress Protection in and outside China”, is held in Beijing. The seminar is organized by the International Trademark Association (INTA).

The events invite senior judge and veteran practitioners to share insights and best practice on trade dress protection across different jurisdictions, offering valuable precedents and guidance to brand owners seeking to build a sound intellectual property protection regime in the digital era. The seminar is moderated by Yang Mingming, Partner at Wanhuida Intellectual Property and subcommittee chair, INTA Trademark Office Practices Committee China Subcommittee.



Yang Mingming

The seminar is kicked off by the keynote speech delivered by Heather C. Steinmeyer, INTA Chief Policy Officer. Ms. Steinmeyer underscores the significance of protecting trade dress in mitigating consumer confusion and building strong guardrails against unfair exploitation and dilution of brand reputation.

Time: Oct 20 2025

[Media Center > Events](#)