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Wanhuida Partner speaks at launch ceremony of INTA GI Report Series

Time: Oct 21 2025

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On Tuesday October 21, 2025, the International Trademark Association (INTA) successfully launches the INTA Know Before You Go – Geographical Indications Report Series, in Beijing.

The event brings together experts from government agencies, research institutes, brands, law firms, GI associations and media outlets to discuss the commonalities and differences between the Chinese and European Geographical Indications (GI) protection regime.



In the opening remarks, INTA President Elisabeth Stewart Bradley highlights the increasing significance of GIs and China's pivotal role in the global GI landscape. She reiterates INTA's commitment to supporting the international growth of Chinese brands.



Ms. Bradley then announces the official launch of the GI Report Series. Written in Chinese, these reports cover key topics such as GI application procedures, legal frameworks, and protection strategies across five key jurisdictions: the EU, France, Germany, Italy, and the UK, providing Chinese brand owners with practical, actionable insights to successfully navigate global markets. Lei Yongjian, Partner, Wanhuida Intellectual Property

attends the launch ceremony.

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Lei Yongjian (R1)

Yongjian, who authored the UK chapter of the Reports, also shares the core contents of the chapter, covering the registration of GIs and GI certification marks in UK, the British legal framework including trademark opposition procedure, Customs protection, administrative actions, as well as civil and criminal proceedings available to the right holders, among others.



The event is concluded with a heated roundtable discussion moderated by Xu Shengquan, Director, Jiangsu Trademark & Brand Research Center. Discussion centers on the opportunities and challenges in the Sino-EU mutual recognition and protection of GIs, interdisciplinary GI protection routes, GI enforcement practice as well as the role of industry guilds in fueling GI industry growth. Panelists include Sun Na, Associate Professor, Xi'an Jiaotong University School of Law, Feng Shuo, Vice General Manager, Internet Domain Name System National Engineering Research Center (ZDNS), Lu Dongsheng, IP Director, Inner Mongolia ERDOS Resources Co., Ltd., Sun Mingxiang, President, Shandong Geographical Indications Association, among others.



Roundtable discussion