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Wanhuida Partners moderate CTA event

Time: Apr 22 2026

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On April 22 – 23, 2026, the 4th Fast-moving Consumer Goods Intellectual Property Services Conference, which is organized by the China Trademark Association (CTA), is convened in Beijing. The conference gathers a dozen heavyweight speakers to delve into an array of hot-button issues including IP protection, operation compliance, AI innovative application and overseas risk prevention and control in the context of FMCG industry.

Ma Fu, CTA President and Zhang Yuning, CTA Vice Secretary General preside over the event. The conference features thought-provoking keynote speech, heated roundtable discussion and best practice sharing.

In the morning of April 23, He Wei, Partner, Wanhuida Intellectual Property moderates the roundtable “Multidimensional Governance of High-value Brand Design & Commercial Signs”. Wei and his fellow panelists including He Min, Professor, China Foreign Affairs University, Department of International Law, Nova Liu, IP Legal Counsel, Hermes, Liu Yingming, IP Manager, By-health, as well as Cheng Cheng, IP Legal Counsel, Douyin parse latest case laws on fighting clones and lookalikes piggybacking on the goodwill of distinctive designs and commercial signs.



He Wei (L1)

The firm's Partner Hu Meili moderates the morning sessions on April 23.

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Hu Meili

The conference is well attended, with over 400 attendees from corporations, academia, legal industry and the media.