



ZHU Zhigang

MANAGEMENT
COMMITTEE MEMBE /
PARTNER

E-mail
zhuzhigang@wanhuida.com

Tel
(86-21) 6448 6066

Practices
Trademark / Litigation /
Copyright / Investigation &
Enforcement

Language
Chinese, English, French

Location
Shanghai

www.wanhuida.com

Overview

Zhu Zhigang is the Managing Partner at Wanhuida Law Firm Shanghai Office. He joined the Management Committee of Wanhuida Intellectual Property on February 6, 2026. Mr. Zhu is an attorney-at-law admitted to practice in China since 2007.

Mr. Zhu's practice covers the judicial and administrative protection of intellectual property in China, counseling on trademark, copyright, design and domain name registration and protection.

In 2023, Mr. Zhu made his debut in the IAM Strategy 300 and the IAM Strategy 300 Global Leaders. He has remained on both lists ever since. He was listed as one of the "2021 China Top 15 IP Lawyers" by Asian Legal Business, a magazine owned by Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. He was rated as a Leading IP Lawyer by asialaw in 2016 and by China Law & Practice in 2015.

Mr. Zhu is elected Deputy Director of the International Exchange Committee, China Trademark Association. He is affiliated to the INTA China Global Advisory Council and the Union des Fabricants (Unifab) College of Experts. He is also a certified lawyer of oriGIn (Organization for an International Geographical Indications Network).

Credentials

- LL.B in International and European Union Law, France Poitiers University
- M.Sc. in International Trade, Paris Graduate School of Management (ECOLE SUPERIEURE DE GESTION)

Leadership

- China Bar
- China Trademark Association (CTA)
- International Trademark Association (INTA)
- MARQUES
- Unifab
- APRAM

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Case

Taking a keen interest in researching and analysing frontier IP matters, Mr. Zhu has been making practical use of his theoretical research over subjects like parallel import, fair use of trademark, trademark co-existence, cross-border e-commerce, well-known trademark, conflicts of rights, and enforcement of geographical indication. He has been a lead counsel in quite a few landmark cases including:

- Obtaining for the client huge indemnification from the infringers through series of civil lawsuits;
- Stopping the massive, unauthorized use of the client's registered trademarks on the signboards and/or as trade names;
- Winning for the client the first infringement court decision against a distributor of parallel imports in China;
- Having the client's trademark granted the first super well-known trademark status through judicial proceeding in China;
- Fighting against the intentional imitation of the client's registered figurative mark via the transformed use of another registered trademark by adopting integrated measures of administrative raid actions, administrative and civil lawsuits, successfully revoked the trademark registration of the offending party and shut down over 400 shops of the infringer in China.

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