



BAI Gang

Founding Partner / Management Committee Chair

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English

Overview

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BAI Gang is the Founding Partner and Management Committee Chair at Wanhuida Intellectual Property.

Mr. BAI is a prominent figure in China's intellectual property field. He is a veteran intellectual property counsel who has been representing the clients' prosecuting, enforcement and litigating interests in China since the 1990s. He has been leading the firm's practice groups in obtaining landmark decisions, delivering astute, reliable and effectual legal solutions for clients' high-profile cases, contributing to the nation's IP legislative progress and helping to mold the industry standards.

On account of his expertise in the IP field, in 2005, Mr. BAI was invited by the State Intellectual Property Strategy Working Conference to join its advisory panel on the drafting of the "China National Intellectual Property Strategy", which was released in June 2008.

Since then, Mr. BAI has been playing an advisory role in the legislative progress of Chinese IP laws and regulations. He was invited to advise on the amendment to the "Trademark Law", the amendment to the "Regulations for the Implementation of the Trademark Law", the revision of the "Regulations on Customs Protection of Intellectual Property Rights", the drafting of the "Provisions of the Supreme People's Court on Several Issues Concerning the Hearing of Administrative Cases Involving the Granting and Affirmation of Trademark Rights", among others.

Mr. BAI was elected member of the China Subcommittee of the International Trademark Association (INTA) Anti Counterfeiting and Enforcement Committee for the 2006-2007 term. From then on, he has been deeply involved with the association, frequently lecturing on major issues of the industry and moderating professional workshops at various events. In 2015, Mr. BAI was elected member of the INTA China Global Advisory Council for the 2016-2017 term. He was appointed, in 2017, Co-Chair of the Council for the 2018-2019 term. In September 2018, Mr. BAI was elected to INTA Board of Directors. In October 2019, he was re-nominated to the INTA Board of Directors for a three-year term ending on January 1, 2023.

Mr. BAI authors or co-authors a dozen articles and treatise including:

- "The Protection of Geographical Indications in China" (Legal500, 2024, Co-author)
- "China's IP Landscape 2023" (Legal500, 2023, Co-author)
- "Intellectual Property Rights protection: Where is China standing?" (Legal500, 2022,

Co-author)

- *“The Court of Yuyao (Zhejiang Province) adjudicates a civil claim incidental to a criminal trademark infringement case”* (asialaw Leading Lawyers 2021, Co-author)
- *“Matters to be addressed in the future revision of China’s trade mark law”* (asialaw Leading Lawyers 2020, Co-author)
- *“China’s 2018 National Intellectual Property Action Plan”* (INTA Bulletin Vol. 74 No. 1, January 15, 2019)
- *“Regulations Clarify Role of New Agencies Following China’s IP Institutional Reform”* (INTA Bulletin Vol. 73 No. 19, November 1, 2018)
- *“The Outlook for IP and Brand Owners in the Context of China’s Institutional Reform”* (INTA Bulletin Vol. 73 No. 8, May 1, 2018, Co-author)
- *“A 12-year battle against a bad-faith trademark application”* (China Business Law Journal, September 2017, Volume 8 Issue 8, Co-author)
- *“Chambers Practice Guides Pharmaceutical Advertising - China Chapter”* (Chamber and Partners, Chambers Global Practice Guides 2018, Co-author)
- *“Trademark Law: China & India”* (China Business Law Journal, 2014, Co-author)
- *“New Measures on Internet Trading Introduced”* (International Law Office, 2010, Co-author)
- *“Actions Speak Louder than Words”* (Managing IP/China IP Focus 2007, Co-author)
- *“Enforcement Lessons”* (Managing IP/China IP Focus 2006)
- *“IPR Roadmap - Roadmap for Trademark Protection in China”* (IPR2, Co-author)

He has been a member of the editorial committee of the *“China Trademark Report”* (Volume I - XII) since 2003. He is regularly invited to speak at conferences and seminars both at home and overseas.

Membership & Qualification

- Vice Director of Expert Self-Governed Management Committee of the IP Case Guidance (Beijing) Base of the Supreme People’s Court
- Member of the Advisory Board of the IP Case Guidance (Beijing) Base of the Supreme People’s Court
- Expert of the State Intellectual Property Strategy Think Tank
- Expert of Beijing High-profile Intellectual Property Talent Pool
- Judicial appraiser of Beijing Guo Wei IP Judicial Expertise Center
- Council member of China Intellectual Property Society
- Council member of Copyright Society of China
- President of Capital Intellectual Property Services Association
- Council member of Beijing Justra Intellectual Property Center

- Researcher of the Intangible Assets Management and Research Center of China University of Political Science and Law (CUPL)

Awards

Mr. BAI has been rated **Leading Individual** in the practice of intellectual property by:

- authoritative legal commentary magazine “*Legal500 Asia Pacific*” (2010 - 2025)
- renowned publisher of the leading directories of the legal profession *Chambers & Partners* (2009, 2011 - 2021)
- premium legal directory for domestic law firms in Asia-Pacific “*asialaw*” (2016 - 2024)

Since 2014, Mr. BAI has been included twelve years in a row in *Managing Intellectual Property's List of IP STARS* in China. He has been inducted into *Legal500 Asia Pacific Hall of Fame* since 2021. He has also been listed, since 2022, as an “*Eminent Practitioner*” by *Chambers & Partners* in the category of “*Intellectual Property: Non-litigation (PRC Firms)*”. He has been ranked by *World Trademark Review* (WTR) as a recommended individual in enforcement and litigation since 2019. He is recognized in WTR Global Leaders: Private Practice in 2024 and 2025.