



DU Binbin

Partner

Service: Trademark / Copyright / Litigation / Investigation & Enforcement

Language: Chinese / English

Overview

☎ (86-10) 6892-1000
☎ (86-10) 6894-8030
✉ dubinbin@wanhuida.com
📍 Beijing

Du Binbin is a Partner and an Attorney-at-law based in the firm's Beijing office, where she has started practising since 2006.

Binbin is chiefly engaged in organizing and coordinating administrative and judicial protection programs of intellectual property rights for oversea clients, including investigation, evidence collection, customs protection, administrative enforcement, criminal prosecution and civil litigation concerning trademark infringement, patent infringement, unfair competition, copyright infringement, and domain name dispute.

Binbin is fluent in both English and Chinese. She has accumulated abundant experience in administrative enforcement and litigation and advises the clients on various IP matters on a frequent basis.

Binbin serves many multinational clients covering wide range of industries such as cosmetics, auto parts, apparel, pharmaceutical, luxury, machinery, among others.

Binbin secured favorable results for her clients in quite a few high-profile cases. She used to obtain for a client judicial well-known trademark recognition at different occasions, including a case selected as one of the 50 exemplary cases of the China Supreme Court. She helped the client prevail in an unfair competition suit against an infringer unfairly promoting its business by using a tagline that piggybacked on the client's reputation, procuring injunction and damages of RMB 1 million, a case selected as one of the exemplary cases of the Jiangsu High Court in 2019-2022. Most recently, she secured for the client injunction and damages of RMB 10 million from an infringer using the Chinese transliteration of the Cantonese pronunciation of the client's trademark.

Binbin is a regular contributor to IP magazines and journals. A selected list of some of her recent articles includes "Hubei High Court upholds 10-million yuan damages award to Michelin for misuse of Cantonese name" (IAM, 2023), "Michelin's well-known trademarks protected against use for pet food and pet hospital" (WTR, 2023), "Using figurative trademark as 3D object constitutes trademark infringement" (Lexology, 2021), and "Does use of trademark in title of product sold online constitute trademark infringement?" (ILO, 2020).

Credentials

M.A., Beijing University of Aeronautics and Astronautics

Leadership

Member of Parallel Import Committee of the International Trademark Association (INTA) for the 2024-2025 term.

Qualifications

China Bar

Awards

Rising Star by MIP IP Stars in 2022 and 2023