



HUANG Hui

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Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English / French

Overview

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Dr. Huang Hui is a Partner at Wanhuida Intellectual Property and a Member of the firm's Management Committee.

Dr. Huang is a multi-faceted intellectual property counsel with stellar academic credentials on China's trademark legislation and practice, who has been vigorously representing clients' interests in a wide variety of intellectual property matters, some of which have become landmark cases.

Prior to joining the firm, Dr. HUANG did a 12-year stint at the then State Administration for Industry and Commerce, where he gained a profound understanding of the lifecycle of trademark proceedings both in theory and in practice. Fascinated by the intellectual property law, he studied international industrial property law and graduated from the Center of International Study of Industrial Property (CEIPI), Robert Schuman University (predecessor of the University of Strasbourg) in France. He then conducted academic research on the protection of well-known trademarks at the China Academy of Social Sciences ("Legal Protection of Well-Known and Famous Marks") (Law Press, 2001), where he studied under Professor ZHENG Chengsi, the nation's pioneer intellectual property expert and was finally awarded the first J.D. on trademark Law in China. In 2018, Dr. HUANG obtained his second doctorate from the University of Strasbourg.

Ever since joining the private practice in 2002, Dr. HUANG has been fighting for the clients in their most intricate trademark matters before the nation's IP authorities, protecting and defending client's interests and helping advancing China's legal fronts.

Dr. HUANG is also a prolific writer. He authors or co-authors a dozen IP-related publications, including:

- *"L'IMPACT DE L'USAGE SUR L'ÉTENDUE DE LA PROTECTION DES MARQUES: ÉTUDE DE DROIT COMPARÉ CHINE – UNION EUROPÉENNE"* (2010-2018)
- *"Trademark & Unfair Competition Cases in China"*
- Trademark Chapter of the *"Study on Global Intellectual Property Developments"* (2020 - 2023 Edition)
- *"Collection of International Intellectual Property Protection Exemplary Cases"*
- *"Zheng Chengsi IP Anthology - Trademark & Unfair Competition"*
- *"Trademark Law"* (Trademark Law textbook used by most Chinese law schools) (1st, 2nd

and 3rd Edition)

- “*Legal Protection for Well-known and Famous Marks*” (Key project of China Academy of Social Sciences)
- Trademark Section of “*Intellectual Property in European Union*” (the first systematic introduction of EU IP legislation in Mainland China) (1st and 2nd Edition), as well as
- “*Trademark Laws of Twelve Nations*”

He translates the “*Intellectual Property Code of France*” (Legislative Part) (1st and 2nd Edition) and has been the executive editor of “*China Trademark Report*” since 2003. He is also the co-author of the “*Q&A of the WTO Agreement*”, member of the editorial board of “*China Trademark Magazine*”, the contract editorial board member of “*Judge’s Analysis on Difficult Trademark Cases Handled by Beijing Courts*” and the Co-Editor-in-Chief of “*China Trademark 1978 – 2018*”.

He has also authored or co-authored scores of treatises published in Chinese, English and French, including “*La protection des indications géographiques en Chine*” (*LES REVUES LEXISNEXIS*, 2024), “*New foreign GI regulations take effect in China, with some contradictions*” (*WTR*, 2024), “*How China Hopes New Amendment Will Modernize Trademark Law*” (*INTA Bulletin*, October 18, 2023 | Vol. 78 Issue 40), “*Supreme People’s Court clarifies conditions for prior trademark use defence*” (*WTR*, 2019), “*Fourth revision of China’s Trademark Law*” (*IAM & WTR*, China: Managing the IP Lifecycle 2019/2020), “*Tackling OEM infringement in China*” (*INTA Daily News*, 2016) and “*Is OEM use trade mark infringement?*” (*Managing Intellectual Property*, China IP Focus, 2015).

On account of his expertise in the Trademark Law, Dr. HUANG has been vigorously involved in the initial drafting and subsequent amendments to China’s major trademark-related laws, regulations, judicial interpretations, as well as regulatory documents. He was also invited to contribute to the formulation of China’s “*National Trademark Strategy*”.

Dr. HUANG was named by the Ministry of Commerce of P.R.C. as the Member of the Expert Panel of the ministry’s “*Helping Center for Protecting Enterprise Intellectual Property Rights Overseas*”.

In 2012, Dr. HUANG entered the first list of “*National Intellectual Property Leading Individuals*” released by the then State Intellectual Property Office. He is one of the twenty leading individuals of the intellectual property service industry in this 81-nominee list.

In 2013, Dr. HUANG was elected Chair of the China Trademark Office Subcommittee of the Trademark Office Practices Committee (TOPC), International Trademark Association (INTA) for the 2014/15 term.

In 2015, Dr. HUANG was elected Chair of the Special Committee on Piracy and Counterfeiting of International Association for the Protection of Intellectual Property (AIPPI) Chinese National Group for the 2015-2016 term.

Since 2020, he has been identified as one of the *WTR Global Leaders: Private Practice*.

Membership & Qualification

- Chair of the Special Committee on Piracy and Counterfeiting of AIPPI Chinese National Group (2015-2016 term)
- Chair of the China Trademark Office Subcommittee of the INTA Trademark Office

- Expert of the State Intellectual Property Strategy Think Tank
- Expert of Beijing High-profile Intellectual Property Talent Pool
- Member of the expert panel of Zhongqi Trademark Verification Center
- Council member of China Intellectual Property Society
- Vice President of Beijing Justra Intellectual Property Center
- Arbitrator of Online Dispute Resolution Center of CIETAC
- Member of the Expert Panel of the "MOC Helping Center for Protecting Enterprise Intellectual Property Rights Overseas"
- Member of the Professional Advisory Board of Beijing People's Procuratorate No. 1 Branch
- Guest professor, Center of International Study of Industrial Property (CEIPI) of the University of Strasburg
- Adjunct professor, IP Law School of Renmin University of China
- Adjunct professor, School of Juris Master, China University of Political Science and Law
- Guest professor, Law School, Beijing Foreign Studies University
- Chair professor, Law School, Jinan University
- Adjunct researcher, IPR Research Center of Southwest University of Political Science & Law

Awards

- National Intellectual Property Leading Individual by the State Intellectual Property Office of the P.R.C. (2012)
- Leading Individual by *Chambers & Partners* (2011-2013, 2017-2025)
- Outstanding Individual by WTR (*World Trademark Review*) 1000-The Definitive Guide to Trademark Legal Services (2011-2025)
- WTR Global Leaders: Private Practice, China: domestic (2020-2025)
- Recommended IP Lawyer of *Legal500* (2015-2025)
- IP STAR in China by prestigious international IP media *Managing Intellectual Property* (2015-2025)
- Leading Lawyer in the practice area of intellectual property in China by *asia-law* - premium legal directory for domestic law firms in Asia-Pacific (2016-2024)