



## LI Bin

**Management committee member** **Partner**

**Service:** Trademark / Litigation / Copyright / Investigation & Enforcement

**Language:** Chinese / English

### Overview

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

Li Bin is a Partner at Wanhuida Intellectual Property and the Member of the firm's Management Committee. Based in the firm's Beijing Office, she is also the vice director of the Qualification Survey Board of the China Trademark Association (CTA) Trademark Agency Subcommittee.

Before joining this firm, Ms. Li worked in a general law firm for three years handling corporate and IP related matters. In 1999, Ms. Li joined Wanhuida and practiced as an attorney at law specialized in IP.

Ms. Li has served many national conglomerates, multinational corporations as well as prestigious law firms. Her practice mainly focused on trademark prosecution, IP enforcement, IP civil and administrative litigation, and also copyright and domain name matters, from which she has accumulated rich experiences. Ms. Li is highly capable in the following fields:

- Formulating and executing IP portfolio management strategy and comprehensive strategy on IP-related registration and enforcement;
- Well-known trademark recognition planning and implementing through either administrative or judicial approach;
- Non-traditional trademark (3D trademark, color combination trademark, position trademark etc.) related consulting and planning in obtaining registration, overcoming official rejection, acting against third party's opposition/dispute, and counseling on the actual use and enforcement of registered trademark;
- Obtaining registration and resorting protection for Geographical Indication with China Trademark Office as well as other related authorities such as AQSIQ.

In 2017, Ms. Li was elected member of the Famous and Well-Known Marks Committee of the International Trademark Association (INTA) for the 2018–2019 term. She continued to serve the same committee for the 2020-2021 term. In 2021, she was elected member of the INTA Legislation and Regulation Committee for the 2022-2023 term. She remains in the same committee for the 2024-2025 term.

### Credentials

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LLB., University of China Political Science and Law

Trainee at the law firm Arent Fox

## Leadership

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China Bar

International Trademark Association (INTA)