



SU Liang

Management committee memberPartner

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

Language: Chinese

Overview

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Su Liang is a Partner at Wanhuida Intellectual Property and a Member of the firm's Management Committee. He heads the firm's Investigation & Enforcement Practice Team and oversees the operation of its Guangzhou Office.

Mr. Su is a former officer of the Chinese People's Liberation Army. Since his honorable discharge from the army in 1997, Mr. Su has been engaged in organising and coordinating administrative and judicial protection programs of intellectual property rights, as well as tailoring anti-counterfeiting campaigns for the clients.

Mr. Su has undertaken highly sophisticated criminal investigations in the most renowned counterfeiting areas in South China. Through working closely with local law enforcement authorities, Mr. Su has built up one of China's most efficient and reliable anti-counterfeiting teams. He is known for his detailed attention to clients' demands and his abundant experience in planning, formulating and executing criminal investigations and enforcement programs.

Mr. Su has formed during his long-term practice profound understanding and unique perspective in respect of trademark portfolio management. He has progressively extended his practice to WKTM (well-known trademark) recognition, design patent counseling, and strategizing integrated IP defense and protection programs.

In 2010, Mr. Su was elected Vice Chairman of Yiwu Federation for the Protection of Famous Brand (YWFPPB), an influential non-governmental organization initiated and sponsored by hundreds of brand owners to defend their intellectual property rights in China.

Credentials

LLB, National University of Defense Technology
BM, Third Military Medical University