

## Wanhuida Partners speak at FMCG IP Summit in Beijing

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Time: Apr 19  
2024

From 18<sup>th</sup> to 19<sup>th</sup> April 2024, under the auspices of the China Trademark Association, the “*Second Fast-moving Consumer Goods Intellectual Property Protection and Innovation Summit*” (FMCG IP Summit), is held in Beijing.

Featuring “*Reshaping IP Value, Building New Industry Landscape*”, the Summit offers a forum for penetrating discussion into the new trend, approach and methodology in the IP enforcement and innovation of the FMCG industry.

The event attracts nearly 400 attendees from the academia, businesses both at home and abroad, law firms and media. More than 30 guest speakers including renowned academicians, and delegates from FMCG giants, IP firms, branding companies and ecommerce platforms share practical insights on pertinent subjects.

Cao Aimin, Partner of Wanhuida Intellectual Property, moderates the half-day panel in the afternoon of 18<sup>th</sup> April. Fellow panelists delve into a slew of hot-button issues like “*Leveraging Design Patents to Build a Well-rounded FMCG IP System*”, “*Font Copyright Practice of FMCG Corporations*”, “*Legal Framework against Bad-faith Trademarks*”, as well as “*Risks Associating with Registration and Use of Prohibitive Signs*”.



Cao Aimin

In the morning of 19<sup>th</sup> April, the firm's Partner and Management Committee member Dr. Huang Hui dissects “Brand Empowering: Strategy & Risk Mitigation in the Globalisation of FMCG Players”.



The firm's Partner and Management Committee member Li Bin, attorneys-at-law Fu Ye, Liu Hengzhi and Hu Meili, Trademark Attorney Fu Yang, as well as Patent Engineer Li Ziwei also attend the summit.



Attendees