

Wanhuida Partner speaks at WIPR event in San Diego

Time: Sept 05
2024

On September 5-6, 2024, WIPR Trademarks North America 2024 is convened in San Diego, CA, United States. The event features a dynamic agenda with engaging trademark topics, thought-provoking roundtables and various networking opportunities.

LEI Yongjian, Partner of Wanhuida Intellectual Property speaks on *“How to navigate the current Chinese trademark prosecution and enforcement landscape”*. Yongjian offers insights from the following aspects:

1. What are the trademark examination and opposition processes?
2. What is the best overall strategy for robust brand protection in the Chinese market in a constricting trademarks arena
3. Combating counterfeiting and trademark infringement in China
4. Utilizing administrative and judicial enforcement mechanisms
5. Coordinating brand protection efforts with Chinese authorities



Lei Yongjian speaking

The firm's Founding Partner and Management Committee Chair BAI Gang and his fellow panelists delve into hot-button issues on the integration of AI and automation into the legal industry in the roundtables featuring *"Assessing automated monitoring and enforcement tools"* and *"Leveraging AI to streamline your processes"*.

Yongjian also engages with participants from a few intriguing roundtables on *"Winning strategies to protect your trademark online"* and *"Peer-to-peer war stories: share your multi-jurisdictional challenges and solutions"*.

The firm's Partner and Management Committee member REN Haiyan and Marketing Specialist Carmine Bai also attend the conference.



LEI Yongjian, BAI Gang & Carmine BAI (L to R)



REN Haiyan (L1)