

Wanhuida Partner speaks at APAC DNS Forum 2025 Pre-Event Webinar

Time: Apr 10
2025

On April 10, 2025, the APAC DNS Forum 2025 Pre-Event Webinar, which features “*Building Online Presence – Domain Names as Critical Digital Assets*”, is held virtually.

The session focuses on discussion over the potential business opportunities, as well as other key aspects such as brand management and Intellectual Property (IP) protection, in relation to a well-managed portfolio of domain names. The session is moderated by Lori SCHULMAN, Senior Director, Internet Policy, International Trademark Association (INTA).

Lei Yongjian, Partner, Wanhuida Intellectual Property delves into an array of matters including the necessity for a business to own a domain name in an era of social media and mobile applications, domain name procurement strategy and best practice, the ramification of the evolving trademark law over domain name enforcement, as well as assessment of and countermeasures against domain name infringement. Yongjian also offers strategic and practical takeaways on corporate digital asset compliance.

PowerPoint Slide Show – [ICANN APAC DNS FORUM Domain Assets Apr2025]

Domains as Critical Digital Assets

- A Brief History
- Acquisition/Delegation
 - Practical Business Needs
 - Defensive Needs
 - Offensive Needs
- Uses & Marketing
 - Subdomains (subbrand.brand.com)
 - Individual Domains (subbrand.com)
 - Dot Brands (.brand)
- Enforcement
 - Self-help (letters; calls)
 - UDRP (alternative dispute resolution)
 - Law Enforcement Agencies
 - Court Actions



Fellow panelists include Melody Au, ICANN Stakeholder Engagement Regional Specialist, APAC and Vivek GOYAL, COO & Co-Founder, LdotR.

The webinar is part of a prelude to the Asia Pacific (APAC) Domain Name System (DNS) Forum 2025 to be held by the Internet Corporation for Assigned Names and Numbers (ICANN) on 8–9 May 2025, in Hanoi, Vietnam.