

Wanhuida Partner speaks at 2025 INTA In-House Practitioners session

Time: May 17
2025

On Saturday May 17th, 2025, the In-House Practitioners Series, which features “*Expanding and Managing Your Brand in China: Strategies for Success*”, is held in San Diego, USA.

This session aims to provide insights and practical strategies for brand owners to effectively expand and manage their brands, as well as to navigate the complex regulatory landscape and cultural nuances in China.

Moderated by Kevin Blum, Vice President, Brands and Content Intellectual Property, NBCUniversal, the session covers key topics including:

- Overview of the Chinese Market: consumer behavior, preferences, and trends
- Regulatory Landscape: China's IP laws, trademark registration processes, and compliance requirements
- Localization Strategies: Best practices for adapting your brand messaging, products, and marketing strategies to resonate with Chinese consumers
- E-commerce and Digital Marketing: Exploring platforms and strategies for reaching consumers online, including partnerships with local e-commerce giants and leveraging social media.
- Managing Brand Reputation: Techniques for monitoring and responding to public perception, including handling potential brand infringements and maintaining a positive image.
- Case Studies: successful brand expansions in China

Ren Haiyan, Partner and Management Committee member of Wanhuida Intellectual Property speaks on “*Chinese trademark system*”.



Ren Haiyan (L2)

Fellow speakers include Amelie Chen, Brand Protection Counsel, New Balance and Kalai Wineland, Senior Counsel, Intellectual Property, Funko.