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ZHU Zhigang

Partner

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English / French

Overview

Zhu Zhigang is the Managing Partner at Beijing Wanhuida (Shanghai) Law Firm. Mr. Zhu is an attorney-at-law admitted to practice in China since 2007.

Mr. Zhu's practice covers the judicial and administrative protection of IPRs in China, counseling on trademark, copyright, design and domain name registration and protection.

Credentials

LL.B in International and European Union Law, France Poitiers University

M.Sc. in International Trade, Paris Graduate School of Management (ECOLE SUPERIEURE DE GESTION)

Leadership

Mr. Zhu is elected Deputy Head of the International Exchange Committee, China Trademark Association, member of the INTA Right of Publicity Committee, Member of the Union des Fabricants (Unifab) College of Experts and Member of the Marques China Team.

Qualifications

China Bar

China Trademark Association (CTA)

International Trademark Association (INTA)

MARQUES

Unifab

Handling cases ↘

Mr. Zhu has taken a keen interest in researching and analysing the frontier IP matters like parallel import, fair use of trademark, trademark co-existence, cross-border e-commerce, well-known trademark status conflicts of rights as well as geographical indication and has managed to put his theoretical research into practice. He has been a lead counsel in quite a few landmark cases including:

- Obtaining for the client huge indemnification from the infringers through series of civil lawsuits;
- Stopping the massive unauthorized use of the client's registered trademarks on the signboards and/or as trade name;
- Winning for the client the first infringement court decision against a distributor of parallel imports in China;
- Having the client's trademark granted the first super well-known trademark status through judicial proceeding in China;
- Representing the client against the intentional imitation of its registered figurative mark via the transformed use of another registered trademark by adopting integrated measures of administrative raid actions, administrative lawsuit and civil lawsuit, successfully
- revoked the trademark registration of the offending party and shutting down over 400 shops of the infringer in China.

Awards ↘

Mr. Zhu has been rated Leading Lawyer in the practice of intellectual property by premium legal directory for domestic law firms in Asia-Pacific "Asialaw Profiles" for the year 2016. He has also entered the list of "Top 15 Intellectual Property Lawyers" in China for the year 2021 released by "Asian Legal Business (ALB)", which is owned by Thomson Reuters, the world's leading source of intelligent information for businesses and professionals.