



ZHU Zhigang

Partner

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English / French

Overview

☎ (86-21) 6448 6066
☎ (86-21) 6448 6226
✉ zhuzhigang@wanhuida.com
📍 Shanghai

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 intellectual property in China, counseling on trademark, copyright, design and domain name registration and protection.

Taking a keen interest in researching and analysing frontier IP matters, Mr. Zhu has been making practical use of his theoretical research in exploring innovative solutions over subjects like parallel import, fair use of trademark, trademark co-existence, cross-border e-commerce, well-known trademark, conflicts of rights, enforcement of geographical indication, just to name a few. 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 names;
- 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;
- Fighting against the intentional imitation of the client's registered figurative mark via the transformed use of another registered trademark by adopting integrated measures of administrative raid actions, administrative and civil lawsuits, successfully revoked the trademark registration of the offending party and shut down over 400 shops of the infringer in China.

In 2023, Mr. Zhu made his debut in the *IAM Strategy 300* and the *IAM Strategy 300 Global Leaders*. He remains in both lists in 2024. He was listed as one of the "2021 China Top 15 IP Lawyers" by *Asian Legal Business*, a magazine owned by Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. He was rated as a Leading IP Lawyer by *asialaw Profiles* in 2016 and by *China Law & Practice* in 2015.

Mr. Zhu is elected Deputy Director of the International Exchange Committee, China Trademark Association. He is affiliated to the INTA Right of Publicity Committee, the Union

des Fabricants (Unifab) College of Experts and the Marques Intellectual Asset Management Team. He is also a certified lawyer of oriGIn (Organization for an International Geographical Indications Network).

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. He is member of the INTA Right of Publicity Committee, the Union des Fabricants (Unifab) College of Experts and the Marques China Team.

Qualifications

China Bar

China Trademark Association (CTA)

International Trademark Association (INTA)

MARQUES

Unifab

APRAM

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. He has been ranked in “IAM Strategy 300” in 2023 and 2024. He was also included in the 2024 edition of “IAM Strategy 300 Global Leaders”.