



## LEI Yongjian

**Partner**

**Service:** Trademark / Litigation / Copyright / Investigation & Enforcement

**Language:** Chinese / English

### Overview

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Lei Yongjian is a Partner at Wanhuida Intellectual Property and an attorney-at-law admitted to practice in China.

Mr. Lei has embarked on his career as an IP practitioner since his graduation from the Law School of Peking University in 2008. Before joining in the firm, he used to be a paralegal and later a trademark attorney in a reputed law firm, with his scope of practice covering trademark application, opposition, review, dispute to administrative enforcement and litigation concerning trademark infringement and unfair competition.

He has honed his expertise and adopted a meticulous and client-centric approach in a wide range of trademark cases.

Mr. Lei assists many world-known clients in formulating trademark strategies and building trademark portfolios. His foreign clientele includes magnates from US, Canada, Europe and Japan, cutting across industrial sectors including apparel, entertainment, FMCG, IT, healthcare, luxury, wines, and retail.

Mr. Lei excels in providing comprehensive services to the clients with regard to cases concerning bad-faith preemptive trademark filings, well-known trademark recognition, trademark purchase, licensing, geographic indications, domain name and copyright. His practice covers prosecution, enforcement and litigation.

In 2017, Mr. Lei was elected member of the Young Practitioners Committee of the International Trademark Association (INTA) for the 2018–2019 term. He was recognized as an IP leader of China in the International Visitor Leadership Program (IVLP) by the US Department of State in 2018. In 2019, he was elected member of the INTA Trademark Office Practices Committee for the 2020-2021 term. He continued to serve the same committee throughout the 2022-2023 term. In 2023, he was elected member of the INTA Geographical Indications Committee for the 2024-2025 term.

He also serves the Trademark Committee of the Beijing Lawyers Association.

Mr. Lei has been instrumental in helping a French client maintain the registration of one of its trademarks of strategical significance, a case that has been selected by the SPC for its Annual 50 Exemplary Cases of 2018.

He was listed in ALB China Top 15 IP Lawyers in 2019. He makes his debut in the 2025 version of the World Trademark Review 1000, ranked under Leading Individuals in the China chapter for his expertise in Prosecution and Strategy.

## Credentials ↴

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LLM (Law, Science & Technology), Stanford Law School

Juris Master, Law School, Peking University

LLB, School of International Studies, Peking University

BA, Department of English Literature, Peking University

## Qualifications ↴

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China Bar

INTA

AIPPI