



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.

Full exposure to trademark cases of various types has shaped his thoughtfulness and client-oriented philosophy.

Mr. Lei helps many world known clients build their trademark strategies. His foreign client portfolio includes magnates from US, Canada, Europe and Japan, covering wide range of industries such as IT, wines, cosmetics, apparel, entertainment 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 is elected member of the Young Practitioners Committee of the International Trademark Association (INTA) for the 2018-2019 term. He is 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 is elected member of the Trademark Office Practices Committee for the 2020-2021 term. He continued to serve the same committee for the 2022-2023 term. In 2023, he was elected member of the INTA Geographical Indications Committee for the 2024-2025 term.

Mr. Lei has been instrumental in helping a 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.

Credentials

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

China Bar