



## SU Liang

**Management committee memberPartner**

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

**Language:** Chinese

### Overview

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Su Liang is a Partner at Wanhuida Intellectual Property and a Member of the firm's Management Committee. He heads the firm's IPR Investigation & Enforcement Practice Team and oversees the operation of its Guangzhou and Ningbo offices.

Mr. Su is a former officer of Chinese People's Liberation Army, and during his twenty years of military service, he formed very close relations with local enforcement authorities.

Since his honorable discharge from the army in 1997, Mr. Su has been engaged in organising and coordinating administrative and judicial protection programs of intellectual property rights, as well as tailoring anti-counterfeiting campaigns for the clients.

He has undertaken highly sophisticated criminal investigations in the most renowned counterfeiting areas in South China. Through close working relations with local enforcement authorities, detailed attention to clients' demands as well as 10-plus years' experience in planning, formulating and executing criminal investigations and enforcement programs, Mr. Su has built up one of China's most efficient and reliable anti-counterfeiting teams.

Mr. Su has formed during his long-term practice of intellectual property profound understanding and unique perspective in respect of IPR portfolio management. He has progressively extended his practice to consulting and executing WKTM (well-known trademark) recognition, design patent counseling, strategizing integrated IP defense and protection programs.

In 2010, Mr. Su was elected Vice Chairman of Yiwu Federation for the Protection of Famous Brand (YWFPPB), an influential non-governmental organization initiated and sponsored by hundreds of brand owners to defend their IPRs in China.

### Credentials

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LLB, National University of Defense Technology

BM, Third Military Medical University

