

Expertise Makes It
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Wanhuida Partner recognised in IAM's 2025 Strategy 300

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@Wanhuida Intellectual Property

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On 13th August 2025, IAM's 2025 edition of the Strategy 300: World's Leading IP Strategists goes live. Featuring individuals driving innovation and unlocking value through IP, the list celebrates professionals who are not only experts in IP law but also pioneers in turning IP portfolios into powerful business assets.

These strategists come from a wide range of organisations, including global corporations, top-tier service providers, research institutions, and universities. Their work spans from high-stakes transactions to the development of monetisation strategies that have delivered extraordinary returns.

With a 13% year-on-year increase in nominations submitted, IAM's research team conducted in-depth interviews with senior IP executives across North America, Europe and Asia, as well as leading third-party providers. The strategists were identified through confidential nominations made online. The comprehensive research process also involved face-to-face and telephone interviews, as well as email exchanges, with senior members of the global IP community.

Zhu Zhigang, Partner at Wanhuida Intellectual Property is included in this year's list. He has been recognized three years in a row.

IAM Strategy 300: The World's Leading IP Strategists 2025

An annual research project that identifies top practitioners who are taking IP portfolio management to the next level. These individuals are leading the way in developing and implementing strategies that maximize the value of IP portfolios.

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