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Wanhuida hosts exemplary case and best practice seminar in Shanghai

Time: Jan 16 2026

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On January 16, 2026, Wanhuida Intellectual Property hosts the “Seminar on Intellectual Property Exemplary Cases & Best Practice” at the premises of its Shanghai Office. The event is moderated by the firm’s associate Zhang Xiaoquan.

The seminar offers a forum of discussion over an array of topics, ranging from practical issues like trademark prosecution, well-known trademark recognition and protection, trademark civil infringement and criminal actions, to the latest draft amendment to China’s Trademark Law.

Lei Yongjian, the firm’s Partner shares insights on the “Application of Absolute Grounds in Trademark Prosecution Cases and Countermeasures”. Yongjian briefs the attendees on the latest status quo of applying Articles 10 & 11 of the Trademark Law in backing trademark refusal actions and systematically analyses the evolving trend of the CNIPA examination and judicial adjudication criteria on this regard. He concludes the presentation with key takeaways in effectively responding to refusal based on absolute grounds and in addressing risks associated with such actions in the building of corporate trademark portfolios.



Partner Wang Yuming speaks on “Latest Judicial Practice on Well-known Trademark Protection”. Yuming delves into the judicial approach and the key parameters surrounding the recognition of well-known trademarks in China, underlines from a case law perspective, the strategic value of such a recognition in the trademark infringement suits, and outlines the pitfalls in evidence collection and building of trademark portfolio.

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Media Center > Events



Senior Associate Ren Yanfei elaborates on “Keys to Secure High Punitive Damages in IP Civil Suits”. Yanfei delineates the logic behind the application of punitive damages and the approach of justifying the award of such damages through evidence furnishing. She shares practical routes as to how to increase the amount of damages and heighten the deterrence through constructing evidentiary system and formulating litigation strategy, by parsing quite a few landmark cases.



Partner Guo Yunfei’s presentation laser-focuses on “Brand Criminal Enforcement Strategy”. Yunfei gives the attendees a systematic introduction on the IP-related crimes, their constituent elements, threshold of penal punishment and key points in evidence collection. He shares practical tips on the determination of various thresholds in criminal proceeding and the assessment of risks.



The seminar is concluded with a detailed analysis of the latest draft amendment to China’s Trademark Law by the firm’s Partner Zhu Zhigang. Zhigang summerises the main change proposed by the draft amendment to the trademark regime, compliance and building of corporate trademark portfolio and enforcement strategy, and provides constructive suggestions on future brand enforcement approach in the context of the new Trademark



The seminar is well attended by the firm's in-house counsel clients.