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Wanhuida Partner speaks at INTA flash briefing on China Trademark Law

Time: July 22 2026

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On July 22, 2026, the International Trademark Association (INTA) hosted an online roundtable to decipher the far-reaching reforms ushered in by China's newly amended Trademark Law. The event brought together 150+ IP practitioners around the world.

The flash briefing invited a panel of leading Chinese trademark law experts, who also serve in INTA committee leadership, to unravel the most significant changes from registration procedures and bad-faith filings to well-known trademark protection, non-traditional marks, punitive damages, and anti-counterfeiting measures, along with their practical impact on global brand owners.



YANG Mingming, Partner at Wanhuida Intellectual Property spoke in his capacity of Chair, INTA Trademark Office Practices Committee China Subcommittee. Mingming shared insights on "Trademark Registration Procedures", offering a systematic analysis over the primary changes from pre-registration examination to post-registration compliance. He cautioned that trademark registration would remain challenging in China, despite the CNIPA's continuous efforts to curb bad-faith registrations and manage trademark registry. Mingming underscored that the new law's focus on administrative supervision and post-registration compliance will facilitate the transformation of the nation's trademark regime from "registration-centered approach" to "full life-cycle governance".



The roundtable was moderated by Monica Su, INTA's Chief Representative Officer for China.

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