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Wanhuida Partner speaks at Lawyers Association event in Xiamen

Time: July 25 2026

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From 25th to 26th July 2026, the “Cross-border Intellectual Property Legal Services Conference for Chinese Enterprises in a Globalized Context”, which is jointly hosted by the Intellectual Property Committee of the All China Lawyers Association and the Fujian Lawyers Association (FJLA), co-organized by the FJLA IP Committee and Xiamen Lawyers Association, was held in Xiamen.

The conference featured heated discussion over building and protecting cross-border IP portfolio, compliance and risk control, IP transaction and commercialization, as well as cross-border dispute resolution.

YANG Mingming, Partner at Wanhuida Intellectual Property, spoke at the “Cross-border Trademark and Unfair Competition Practice” session. Mingming’s presentation focused on “Trademark Use Requirements and Non-use Cancellation Risks for Chinese Companies Expanding into the Markets of the USA, EU and UK”.

He prepared the floor on the trademark use obligation and non-use cancellation regimes in the three jurisdictions, shared practical tips and takeaways on cross-border trademark filing, use management, evidence preservation, and risk response. He underlined the converging focus on the genuine commercial use of the trademarks of various jurisdictions (China included), despite the diverging trademark regime, procedural rules and policy considerations. Mingming therefore advised Chinese enterprises to delve into the specific rules and in particular, the legislative intent underpinning the trademark regimes, in formulating their trademark filing, use and enforcement strategies on a global scale.

The session offered some useful guidance to Chinese enterprises on improving overseas trademark use management, lower non-use cancellation risks and promoting global brand protection capacity.



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