



LI Yunquan

PARTNER

E-mail

liyunquan@wanhuida.com

Tel

(86-23) 6721 2530

Practices

Trademark / Litigation /
Copyright / Investigation &
Enforcement

Language

Chinese, English

Location

Chongqing

www.wanhuida.com

Overview

LI Yunquan is a Partner and attorney-at-law of the firm.

Yunquan practices in the areas of intellectual property law with a focus on trademark prosecution and contentious matters. He also advises clients on matters concerning trademark due diligence investigation and negotiation on trademark purchase and does opinion work on various non-litigious trademark matters.

Yunquan has 18-year experience in prosecuting and litigating trademarks in China. He has been managing trademark portfolios, tailoring and executing trademark defense and enforcement strategy for Fortune 500 corporations and conglomerates. He has abundant experience in obtaining recognition of well-known trademark status for industry magnates through administrative and judicial routes. Yunquan has assisted quite a few multinational corporations in tactically retrieving trademarks from professional trademark squatters/hoarders on very favorable terms, which helps clear the legal hurdles and facilitate the launching of clients' new brands and/or products in the Chinese market. His expertise, quick response and meticulousness have been constantly applauded by the clients.

Over the years, Yunquan has gradually expanded his practice to outbound trademark matters, overseeing the formulation and execution of trademark strategies and helping manage the global trademark portfolios for Chinese industry giants.

Yunquan was ranked by the World Trademark Review 1000 – The Definitive Guide to Trademark Legal Services as a Recommended Individual for his expertise in Prosecution and Strategy in 2022. He has remained on the list ever since.

He is an active member of the International Trademark Association (INTA), successively serving the organisation's Right of Publicity Committee (2020-2021), Leadership Development Committee (2022-2023) and Data Protection Committee (2024-2025). He is currently a member of the INTA Data Committee (2026-2027).

Yunquan holds an LLM degree in IP and Technology Law, University of San Francisco.

Credentials

- LLLM., IP and Technology Law, University of San Francisco
- LLB., Minzu University of China
- B.A., Minzu University of China

Qualifications

- China Bar
- INTA