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## Wanhuida Partners speak at Justra Seminar in Beijing

Time: Sept 25 2023

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On Monday 25<sup>th</sup> September 2023, the Justra Seminar, which is themed “*The Dual Circulation of Domestic and International Economy and the Competitive Edge of Trademark and Brands under the New Development Pattern*”, is convened in Beijing.

Organised by the Beijing Justra Intellectual Property Center (Justra), the event features welcome remarks, an appointment ceremony and keynote speeches.



The Seminar is kicked off with the opening remarks of Dr. Wang Ze, Justra Vice President. Attendees are warmly welcomed by Wu Dongping, Secretary General of the China Trademark Association (CTA), Qin Yuanming, Deputy Director of Beijing Municipal Intellectual Property Office and Bai Gang, Founding Partner and Management Committee Chair, Wanhuida Intellectual Property.

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Dr. Wang Ze

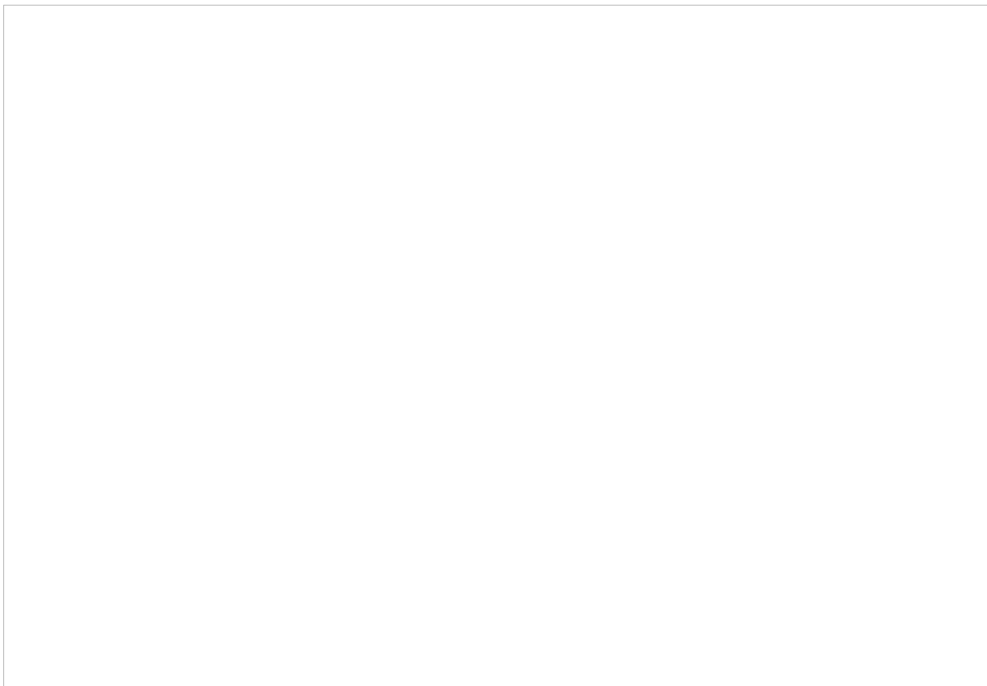
Wu Dongping

Qin Yuanming



Bai Gang

In the ensuing appointment ceremony, Etienne Sanz de Acedo, CEO of the International Trademark Association (INTA) is appointed as a Visiting Professor by the School of Law, Central University of Finance and Economics (CUFE). Professor Du Ying from CUFE School of Law presides over the ceremony.



Du Ying (L) and Etienne Sanz de Acedo (R)

The Seminar then proceeds to keynote speech delivered by five distinguished speakers. Etienne Sanz de Acedo, INTA CEO prepares the floor on INTA's strategic plan and the role brand plays in fueling the economic growth. Mr. Sanz de Acedo concludes his remarks by offering takeaways to Chinese corporations aiming at ascending to the global platform.



Ji Xiang, Deputy Director, Industrial Development Promotion Division of the Intellectual Property Utilization Promotion Department, China National Intellectual Property Administration (CNIPA) shares the agency's multi-pronged initiatives in the promotion of trademark and other intellectual property rights.



Professor Du Ying, CUFU School of Law, shares her insight in promoting brand competitiveness under the context of dual circulation of domestic and international economy.





Jin Gaoping, Legal Director of Alibaba Group shares Alibaba's best practice in building and maintaining a global trademark portfolio.



Li Bin, Partner and Management Committee Member, Wanhuida speaks on "*Cross-border Trademark Squatting & Dispute Resolution*", providing from a case law perspective, practical tips on trademark filing strategy, global trademark monitoring program and infringement warning, as well as trademark dispute resolution strategy.



INTA President Jomarie Fredericks, China Chief Representative Monica Su, delegates from local businesses, as well as media representatives from Global Times, China Market Regulation News, China Intellectual Property News, IPLEAD, IP Economy are also present.



Group photo of speakers