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Wanhuida Partner speaks at INTA China Case Law Update

Time： May 24 2024

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Expertise Makes It Possible

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In the afternoon of May 20th, 2024, the INTA China Case Law Update is held in Atlanta, United States.

In the dynamic landscape of the China trademark law system, the divergence of the long-drawn-out law amendment drafting and consultation process and real-life practice has given rise to complex legal, regulatory, and strategic challenges. Against the backdrop, the China Case Law Update session, featuring case precedents and material developments in procedure, offers an engaging and insightful discussion over:

• An overly strict approach of absolute ground examination and intent-to-use requirements;
• State of play in the recognition of well-known marks and co-existence agreements and expanded protection of prior rights;
• Cross-class protection afforded to Geographical Indications, misuse of IP, and keyword-based advertising; and
• A rigorous application of base calculation in damages awards, and continuous exploration of criminal incidental civil litigation.

Dr. Huang Hui, Partner and Management Committee member of Wanhuida Intellectual Property elaborates on an array of hot-button issues including fair use of descriptive element, fighting bad faith actors in the scenarios involving well-known trademark, trade dress protection, conflicts of rights and trademark squatting, as well as code-scraping in the context of exhaustion of trademark rights.

The session is moderated by Monica Su (L1), INTA China Chief Representative Officer.

Dr. Huang Hui (R2)

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