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Wanhuida Partner speaks at IP Salon in Beijing

Time: July 10 2025

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On Thursday July 10, 2025, the "IP Salon on Latest Trademark Law Amendment & Prosecution Practice Changes", which is co-hosted by the International Trademark Association (INTA) China Representative Office and Beijing Bar Association (BBA), is held in Beijing.

Over 130 members from both organisations engage in the heated discussion covering an array of matters including examination of absolute grounds, distinctiveness assessment, civil liability in curbing trademark stockpiling without intention to use, and notably, the latest non-use cancellation practice that has been placing undue burden to the applicants.



Yang Mingming, Partner at Wanhuida Intellectual Property shares observations on the "Development and Trend of Trademark Examination Standards in China". Speaking in his capacity of subcommittee chair, INTA Trademark Office Practices Committee China Subcommittee, Mr. Yang highlights the positive enforcement outcomes yielded from the intensified crackdown on bad faith trademark filings and the enormous challenges faced by legitimate rights holders in coping with the rigorous CNIPA practices, especially the absolute grounds examination and distinctiveness assessment. In responding to persistently high rejection rates and the limited procedural avenues to overcome refusals, he advocates for a more balanced approach and consultation with the stakeholders.



Wang Yan, Section Chief, No. 7 Examination Section, China National Intellectual Property Administration (CNIPA) elaborates on the agency's documentation and prima facie use evidence requirement, among others.

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Wang Yan

The event is moderated by Guo Dongke, Director, BBA Trademark Law Committee. Monica Su, Chief Representative Officer, INTA China Representative Office, is also present.



Monica Su

The event is part of a joint effort in building dialogue and providing a forum to facilitate constructive and candid communication.