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Wanhuida wins multiple awards at China Trademark Festival 2025

Time: Sept 05 2025

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The 15th China International Trademark & Brand Festival, which is jointly hosted by the China Trademark Association (CTA)



Themed "Inheritance • Innovation • Sharing", the event attracts more than 4,000 participants from government sectors, businesses, universities and institutes, law firms, IP agencies and other organisations.

In the evening of 5th September 2025, the winners of various awards are unveiled at the Welcome Reception. Wanhuida Intellectual Property wins the accolade of "Outstanding Contribution Award 2025" for its long-term dedication to and continuous support of the organisation's various initiatives. The firm's Trademark Attorney Luo Lan (R4) receives the trophy on behalf of the firm on the podium.



On 6th September, the award ceremony for the "AAAAA Trademark Agencies" and "Top 50 China Innovative Brands" are held. Wanhuida is rated as one of the "AAAAA Trademark Agencies". The list is jointly compiled by the China Trademark Magazine and IPHouse based on public available statistics in 2024, by rating candidate firm's performance over a dozen parameters including filing numbers, rate of preliminary approval, success rate of trademark opposition and review and adjudication proceedings, high-profile clientele, among others. The firm's Partner Liu Bin (L6) receives the plaque on behalf of the firm on the podium.

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On 7th September, the Conference on Analysis of Typical Trademark Cases is held. Wanhuida has one winning case, in which the firm represented Enlight Pictures, the filmmaker of the Chinese box-office hit NE ZHA in successfully invalidating the trademark “魔童哪吒” registered by a natural person in class 25. The CNIPA affirmed that although “魔童哪吒”, a character name in the hit movie NE ZHA, does not constitute a work that may be protected by the Copyright Law. Where a stable market association between the said character name and its legitimate rights owner has been formed through commercial use, it may be protected as a prior right, provided that its preemptive registration by a registrant other than the legitimate rights owner is likely to cause confusion among the relevant public, thus damaging the business interests of the said rights owner.

The firm's Founding Partner and Management Committee Chair Bai Gang, Partners and Management Committee members Huang Hui, Su Liang and Li Bin, Partners Zhu Zhigang, Yang Mingming, Ming Xingnan, Liu Bin, Cao Aimin, Li Jie, Zhang Han, Cai Ye, as well as a dozen other professionals also attend the event.