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Wanhuida Partner attends Sneaker IPR Roundtable in Beijing

Time: Sept 12 2025

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On Friday September 12, 2025, the "Sneaker Intellectual Property Rights (IPR) Roundtable", which is hosted by the Public Affairs Section of the U.S. Embassy in Beijing, is held at Beijing American Center, U.S. Embassy, Beijing.

The Sneaker Intellectual Property Rights (IPR) Roundtable is designed to foster a discussion about how counterfeits affect culture and commerce. This discussion features Sneaker Con co-founders Alan Vinogradov and Brad Fried, as well as U.S. Department of Homeland Security Attaché Steven Timmins, sharing their insights on the trends, challenges, opportunities and current state of intellectual property protection and enforcement in China, and discussing the role of the resale market in shaping industry dynamics and the importance of protecting innovation.

Jason Yao, Partner and Management Committee member, Wanhuida Intellectual Property, attends the roundtable. Jason shares the enforcement best practice of the firm's client New Balance in China and discusses viable approaches in ramping up cross-border intellectual property protection with Mr. Timmins.

Sneaker Con is the world's leading sneaker convention and marketplace platform. Since launching in 2009, it has grown into a global movement, hosting events across North America, Asia, Latin America, and Europe that bring together thousands of collectors, resellers, and brands. Sneaker Con has become the trusted hub of sneaker culture, combining live events, digital platforms, and authentic community engagement.



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