



Expertise Makes It

Possible

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Wanhuida practitioners attend MARQUES Annual Conference in The Hague

Time: Sept 19 2025

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On Tuesday 16th - Friday 19th September 2025, the 2025 MARQUES Annual Conference is held in The Hague. Themed "Brand Changes in an International Context", the conference focuses on helping IP rights owners navigate the complex legal and business challenges amid rapidly changing political and economic terrain.

This year's sessions cover a wide range of topics including: the impact of external factors on IP work; brands in international trade; the rise of sustainability; international jurisdiction in trademark litigation; brands in international M&A; brand revivals; and the latest CJEU and EU General Court case law.

The event provides a forum for global brand leaders to share knowledge and best practice in shaping the future of brand management and wider intellectual property landscape.

Yang Mingming, Partner of Wanhuida Intellectual Property attends the conference and has an in-depth discussion with peers across the globe on the latest trends, legal updates, and strategies in the trademark sector. The firm's Trademark Counsel Gao Shusu is also present.



Yang Mingming (L) & Gao Shusu (R)

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