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Wanhuida Partner speaks at BIPO event

Time: Nov 07 2025

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On November 7, 2025, hosted by the Beijing Municipal Intellectual Property Office (BIPO), the “Jurisdictional Intellectual Property Thematic Project - WIPO China IP Theme Event”, which is jointly organized by the Haidian District Administration for Market Regulation (Haidian District Intellectual Property Administration) and Capital Intellectual Property Services Association, is held in Beijing.

Cao Aimin, Partner, Wanhuida Intellectual Property, delivers a keynote speech on “Reform of Madrid System: Digital Upgrade & New Logic in Deploying Global Trademark Portfolios”. Ms. Cao first identifies the conundrum of cultural conflicts and legal wrangling companies often encounter during the process of expanding overseas, to which she proposes a viable solution of “adopting universal global strategy and adapting to local culture”. She expounds on the digital filing procedure of Madrid system and the strategy of responding to cross-jurisdictional opposition actions.



Cao Aimin speaking

The event brings together over 100 attendees from businesses and IP service providers.

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