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Wanhuida Lawyers lecture at SIPSA session in Shanghai

Time: June 05 2026

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On June 5, 2026, with the support of Wanhuida Law Firm Shanghai Office, the Shanghai Intellectual Property Services Association (SIPSA) organizes a close-door Roundtable Session themed "IP Risks Associated with AI-generated Contents & Proactive Compliance Measures in the Context of Upcoming Trademark Law Amendment".

The session brings together in-house counsels, IP heads and compliance lawyers from the Internet, media and entertainment, consumer goods and hi-tech manufacturing sectors. The event is kicked off by Ms. Pan Minghua, Director, Corporate IP Working Group, SIPSA.

Zhang Xiaoquan, Associate, Wanhuida Law Firm Shanghai Office, shares insights on "Navigating the IP Risks Associated with AI-generated Contents". Xiaoquan offers a systematic analysis of the landmark AIGC copyright cases in China and the United States, which indicate that the copyrightability of AIGC work rests on the assessment over the level of human contribution and originality of the work per se. He delineates the scenarios where platforms may be held liable in exporting AI-generated contents, including failure to exercise duty of care, substantial similarity found between the AIGC works and the copyrighted works, and absence of fair use defence. Xiaoquan concludes the presentation with compliance takeaways from properly labelling the AIGC works, installation of disclaimer clause in user agreement to introduction of risk isolation practice.



Zhu Zhigang, Managing Partner, Wanhuida Law Firm Shanghai Office, analyses the legislative changes proposed by the latest Draft Amendment to the Trademark Law and the potential impact on building corporate trademark portfolios, formulating enforcement strategy and exercising compliance measures. He advises businesses to take proactive measures including "clearing unused trademarks", "institutionalizing the preservation of trademark use evidence", as well as "employing routine trademark surveillance and opposition strategy" to comply with the new Trademark Law.

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In the ensuing Q&A session, the attendees discuss hot-button issues like copyright registration of AIGC works and the impact of Trademark Law amendment over defensive trademark registrations, with the speakers.



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