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# Wanhuida Partner moderated INTA Seminar in Beijing

Time： Oct 28 2026

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Expertise Makes It Possible

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On October 28, 2026, “INTA Seminar: Trademark Examination and Judicial Practice under the Amended Trademark Law”, which is organized by the International Trademark Association (INTA), was held in Beijing.

The Seminar brought together a full house of attendees, featuring speakers from the Department of Treaty and Law, China National Intellectual Property Administration (CNIPA), the Docketing Tribunal, Beijing Intellectual Property Court, IP Legal Manager, Greater China Starbucks, and veteran practitioner from local IP agency. Yang Mingming, Partner at Wanhuida Intellectual Property moderated the Seminar in the capacity of Chair, China Subcommittee, Trademark Office Practices Committee (TOPC), INTA.




Speakers




Yang Mingming moderating

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Opening the seminar, Monica Su, INTA's Chief Representative Officer for China, described the amended law as an important milestone for China's trademark system. As an international stakeholder, INTA submitted comments on the draft amendments and supported the stance on curbing bad-faith filings and strengthening well-known mark protection. Monica noted that INTA will draw on its global network to help members and brand owners prepare for the implementation of the new law.




Monica Su

The presentation highlighted the following themes:

The amendments reflect a shift toward genuine use, with a full-chain framework to address bad-faith filings.
Consistency in examination and adjudication, including on coexistence agreements, will be key to effective implementation.
For brand owners, lifecycle trademark management and robust evidence of use are now more important than ever.

The event brings policymakers, the judiciary, and brand owners together for constructive dialogue.



Attendees