

The Legal 500 Asia Pacific

2024

The clients' guide to law firms

WANHUIDA INTELLECTUAL PROPERTY

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- Intellectual property: PRC firms

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THE FIRM

Wanhuida Intellectual Property is a leading IP service provider in China. It has two main legal entities, Wanhuida IP Agency and Wanhuida Law Firm, with offices covering all major IP hubs in China. Wanhuida supplies a full range of IP services, from procurement of all forms of IP rights to dispute resolution involving patents, trademarks, unfair competition and other IP-related rights. Over the years, the prosecution team helped clients prosecuting numerous patent and trademark applications and obtaining enforceable patent and trademark rights with high rate of success. The firm has also litigated thousands of cases concerning patent infringement and validity, trademark registration, ownership and infringement, unfair competition, trade secrets infringement, patent ownership and other disputes related to technology and IP, protecting and defending its client's interests and help advancing China's legal fronts. Wanhuida focuses on adding value to its clients.

AREAS OF PRACTICE

Trademark: Trademark practice has been the firm's traditional strength since its creation. In this area, the firm is known to clients and peers for stellar credentials on trademark laws and regulations. This top-notch team has generated a record of firsts and landmark cases in the nation's trademark prosecution and litigation history. The firm also made frequent contributions to the development of trademark laws in China.

Patent: The firm has some 120 professionals with experience in patent litigation, prosecution and counselling. Some of its patent cases are selected by courts or agencies as exemplary cases. They include cases selected as 'Guiding Cases of the Supreme People's Court on IP Trial', 'Annual Report of the Supreme People's Court on Intellectual Property Cases', 'Top 10/50 IP Cases of the Chinese Courts' (released annually by the Supreme People's Court), 'Ten Exemplary Anti-monopoly and Unfair Competition Cases of the People's Courts' (released by the Supreme People's Court) or '10 Exemplary Cases of the Patent Reexamination and Invalidation Department'. These have contributed to patent law development in subjects such as claim construction, claim amendment, inventiveness determination and sufficient disclosure.

Copyright: The firm's reputation in copyright is on the rise. It is developing top copyright practitioners as the copyright litigation team expands. The firm has recently won copyright cases before the Supreme People's Court, successfully persuading the court to re-adjudicate erroneous lower court decisions. It has also obtained favourable decisions in various lower courts, obtaining injunctive as well as sizeable monetary reliefs for clients.

Litigation: The firm is at the leading edge of litigations. Each year, its IP litigators litigate hundreds of cases, accumulating abundant experiences with the dynamic practices of courts across China. The firm is at the forefront of frequently litigated issues, such as procedure, jurisdiction, enforcement, evidence admission, burden of proof, and interim reliefs. It litigates both civil and administrative cases before administrative agencies and at all levels of courts. Experience also extends to litigating criminal trade secret cases and arbitration matters.

LANGUAGES

Chinese
English
French
German
Japanese
Korean

Investigation and evidence: Obtaining evidence is often a challenge in China. To support litigation and enforcement services, the firm has a team of professional investigators and an extensive network of investigation for evidence gathering. It has had experience in obtaining difficult physical evidence for clients. The firm is also experienced in dealing with technical evidence and electronic evidence and working with third party experts, such as technical appraisal and electronic evidence experts, to address the most challenging evidence issues.

Counseling: The firm advises clients over a broad range of IP matters and provides legal opinions, such as freedom-to-operate (FTO), non-infringement, and validity and patentability assessment. The firm also advises and represents clients in IP transactional matters, such as reviewing, drafting and negotiating licenses and conducting due diligence investigations.

MAIN CONTACTS

Department	Name	Email	Telephone
Patent prosecution	Xiaoling Duan	duanxiaoling@wanhuida.com	86 10 6892 1000
Patent litigation, Trade secret; Technology-related matters	Dr. S. Sam Li	samli@wanhuida.com	86 10 6892 1000
Trademark prosecution	Haiyan Ren	renhaiyan@wanhuida.com	86 10 6892 1000
Trademark litigation	Dr. Hui Huang	huanghui@wanhuida.com	86 10 6892 1000
IP enforcement; Due diligence	Zhigang Zhu	zhuzhigang@wanhuida.com	86 10 6892 1000
IP enforcement, anti-trust and regulatory matters; Corporate legal matters	Jason Yao	jasonyao@wanhuida.com	86 10 6892 1000

STAFF FIGURES

Number of lawyers : 191
at this office : 126

MEMBERSHIPS

AIPPI, AIDV, INTA, IACC, AIPLA, IPO, CTA, Beijing Bar Association, Shanghai Bar Association, Guangzhou Bar Association, Shenzhen Bar Association, CSC, CIPS, MARQUES, APRAM (Association des Praticiens des Marques et Modèles), All-China Patent Agents Association (ACPAA), Chongqing Bar Association, Suzhou Bar Association, Ningbo Bar Association, Hangzhou Bar Association

Intellectual property: PRC firms: contentious **TIER 1**

Intellectual property: PRC firms: non-contentious **TIER 1**

“**Wanhuida Intellectual Property** comprises both Wanhuida IP Agency and Wanhuida Law Firm, and with footprints spanning major IP hubs in China, the team is best placed to handle the full scope of contentious and non-contentious IP matters. Praised for its solid track record in trade mark matters, it prosecutes a large number of patent and trade mark cases each year. Recent caseloads also saw the team handling enforcement, litigation, unfair competition, and copyright matters for a broad mix of Chinese and foreign clients. Founding partner Gang Bai continues to handle prosecution, enforcement and IP litigation, and leads the team which also includes the highly regarded trade mark specialists Hui Huang and Haiyan Ren, and Sam Li who excels in patent litigation, criminal and civil trade secret cases, and disputes arising from technology agreements. Zegang (Bruce) Yu is also a key name to note for trade secrets, OEM-related disputes and IP infringement matters; Yu splits his time between Shanghai and Ningbo.”

Hall of Fame

Gang Bai



Gang Bai

POSITION

Founding Partner & Management Committee Chair

CAREER

Mr. BAI is a prominent figure in China's intellectual property field. He is a veteran intellectual property counsel who has been representing the clients' prosecuting, enforcement and litigating interests in China since 1990s. He has been leading the firm's practice groups in obtaining landmark decisions, delivering astute, reliable and effectual legal solutions for clients' high-profile cases, contributing to the nation's IP legislative progress and helping to mold the industry standards.

On account of his expertise in the IP field, in 2005, Mr. BAI was invited by the State Intellectual Property Strategy Working Conference to join its advisory panel on the drafting of the "China National Intellectual Property Strategy", which was released in June 2008.

Since then, Mr. BAI has been playing an advisory role in the legislative progress of Chinese IP laws and regulations. He was invited to advise on the amendment to the "Trademark Law", the amendment to the "Regulations for the Implementation of the Trademark Law", the revision of the "Regulations on Customs Protection of Intellectual Property Rights", the drafting of the "Provisions of the Supreme People's Court on Several Issues Concerning the Hearing of Administrative Cases Involving the Granting and Affirmation of Trademark Rights", among others.

Mr. BAI was elected member of the China Subcommittee of the International Trademark Association (INTA) Anti Counterfeiting and Enforcement Committee for the 2006-2007 term. From then on, he has been deeply involved with the association, frequently lecturing on major issues of the industry and moderating professional workshops at various events. In 2015, Mr. BAI was elected member of the INTA China Global Advisory Council for the 2016-2017 term. He was appointed, in 2017, Co-Chair of the Council for the 2018-2019 term. In September 2018, Mr. BAI was elected to INTA Board of Directors. In October 2019, he was re-nominated to the INTA Board of Directors for a three-year term ending January 1, 2023. He is concurrently a council member of the China Intellectual Property Society and the Copyright Society of China and the Director of the Disciplinary and Regulatory Committee, China Trademark Association.

LANGUAGES

English, Chinese

MEMBERSHIPS

INTA, China Trademark Association, China Intellectual Property Society, Copyright Society of China



Xiaoling Duan

WORK DEPARTMENT

Patent Practice

POSITION

Partner

CAREER

Duan Xiaoling is a partner at Wanhuida Intellectual Property and one of the most experienced patent attorneys in the firm's patent team. Her practice focuses on chemicals, chemical engineering, pharmaceuticals, materials science and the food industry.

Ms Duan has been practising in the patent field for over 30 years. Before joining Wanhuida in 2012, she worked for 12 years at the State Intellectual Property Office (the predecessor of the China National Intellectual Property Administration – CNIPA), where she served as a senior patent examiner and deputy director of an examination division from 1988 to 2000. She later joined private practice as a patent attorney, leading the chemical and bio department of China Patent Agent (HK) Ltd for over 10 years.

Ms Duan is well recognised by peers and clients for her expertise and abundant experience in the patent field, including patent filing and prosecution, re-examination, invalidation and litigation. She has been instrumental in reaching successful outcomes in high-calibre cases and has led the firm's patent team in obtaining many favourable decisions for clients. She remains active in contributing to China's legislative developments and frequently provides pertinent advice on these topics. She excels in advising clients, both at home and abroad, on patent strategies and in providing comprehensive solutions to complicated cases.

LANGUAGES

English, Chinese

MEMBERSHIPS

Patent attorney (qualified both for prosecution and litigation), Judicial appraiser; Training instructor: designated by both CNIPA and ACPAA; Executive Member of the Council, All-China Patent Attorneys Association (ACPAA); Council member of Beijing Patent Attorneys Association; Council member of AIPPI Chinese National Group; Member of AIPPI IP Office Practice Committee; Member of AIPPI Membership Committee

EDUCATION

B.S. degree in Applied Chemistry, Beijing Technology and Business University, 1985
M.S. degree in Fine Chemical Engineering, Beijing Technology and Business University, 1988
LL.M. study, jointly setup by Renmin University of China and City University of Hong Kong, 2003 – 2006
Training at John Marshal Law School



Dr Juris Hui Huang

POSITION

Partner & Member of the firm's Management Committee

CAREER

Dr. Huang is a multi-faceted intellectual property counsel with stellar academic credentials on China's trademark legislation and practice and a veteran lawyer who represents clients in all levels of Chinese courts up to the Supreme People's Court in a wide variety of intellectual property litigations, some of which have become landmark cases.

Prior to joining the firm, Dr. HUANG served 12 years at the State Administration for Industry and Commerce, where he gained a profound understanding of the lifecycle of trademark proceedings both in theory and in practice. Fascinated by the intellectual property law, he studied international industrial property law and graduated from the Center of International Study of Industrial Property (CEIPI), Robert Schuman University (later known as the University of Strasbourg) in France. He then conducted academic research on the protection of well-known trademarks at the China Academy of Social Sciences ("Legal Protection of Well-Known and Famous Marks") (Law Press, 2001), where he studied under Professor ZHENG Chengsi, the nation's pioneer intellectual property expert and was finally awarded the first J.D. on trademark Law in China. In 2018, Dr. HUANG was awarded his second doctorate by the University of Strasbourg.

Ever since joining the private practice in 2002, Dr. HUANG has been prosecuting and litigating IP rights, fighting for the clients in their most intricate matters before the nation's IP administrative agencies and judiciary, protecting and defending client's interests and helping advancing China's legal fronts.

LANGUAGES

French, English, Chinese

MEMBERSHIPS

INTA, AIPPI, ACLA, CTA, Marques, Unifab

EDUCATION

J.D., University of Strasbourg (2010-2018)

J.D., China Academy of Social Sciences (1997-2000)

Diploma on International Study of Industrial Property, Center of International Study of Industrial Property (CEIPI), Robert Schuman University (later known as the University of Strasbourg) (1991-1992)

BA., China Foreign Affairs University (1986-1990)



Bin Li

WORK DEPARTMENT

Trademark Practice

POSITION

Partner & a member of the firm's Management Committee

CAREER

Based in the firm's Beijing Office, she is also the vice director of the Qualification Survey Board of the China Trademark Association (CTA) Trademark Agency Subcommittee.

Before joining this firm, Ms. Li worked in a general law firm for three years handling corporate and IP related matters. In 1999, Ms. Li joined Wanhuida and practiced as an attorney at law specialized in IP.

Ms. Li has served many national conglomerates, multinational corporations as well as prestigious law firms. Her practice mainly focused on trademark prosecution, IP enforcement, IP civil and administrative litigation, and also copyright and domain name matters, from which she has accumulated rich experiences. Ms. Li is highly capable in the following fields:

Formulating and executing IP portfolio management strategy and comprehensive strategy on IP-related registration and enforcement;

Well-known trademark recognition planning and implementing through either administrative or judicial approach;

Non-traditional trademark (3D trademark, color combination trademark, position trademark etc.) related consulting and planning in obtaining registration, overcoming official rejection, acting against third party's opposition/dispute, and counseling on the actual use and enforcement of registered trademark;

Obtaining registration and resorting protection for Geographical Indication with China Trademark Office as well as other related authorities such as AQSIQ.

In 2017, Ms. Li was elected member of the Famous and Well-Known Marks Committee of the International Trademark Association (INTA) for the 2018–2019 term. She continued to serve the same committee for the 2020-2021 term. In 2021, she was elected member of the INTA Legislation and Regulation Committee for the 2022-2023 term.

LANGUAGES

English, Chinese

MEMBERSHIPS

INTA, ACLA & China Trademark Association

EDUCATION

LL.B., University of China Political Science and Law

Trainee at the law firm Arent Fox



Dr Juris S. Sam Li

WORK DEPARTMENT

Patent Practice

POSITION

Partner & a Member of the firm's Management Committee

CAREER

S. Sam Li practices in the areas of intellectual property law with a focus on litigating patent, trade secret, and other technology-related matters.

Sam has served as strategic counsel for both multinational and domestic Chinese corporations in patent infringement litigations, patent invalidation proceedings and their subsequent administrative litigations, criminal and civil trade secret cases, and disputes over technology agreements, before courts, arbitral tribunals and the Patent Reexamination Board (the PRB). He also advises clients on matters concerning IPR and competition and does opinion work on freedom-to-operate, infringement, validity and patentability. Frequently, Sam's team works with clients for their complex disputes in multiple jurisdictions.

LANGUAGES

English, Chinese

MEMBERSHIPS

Bar of District of Columbia, USA
US Patent and Trademark Attorney

EDUCATION

B.S., Pharmaceutical Manufacturing, Sichuan Medical College
Ph.D., Chemistry/biochemistry, University of California, San Diego
J.D., The George Washington University Law School

Paul Ranjard

POSITION

Partner

CAREER

Paul RANJARD is a retired French lawyer. He has been Partner to Wanhuida Intellectual Property since 2019.

Paul RANJARD graduated from the Paris Law School and obtained his License to practice as an attorney at law in 1968.

In 1972, he stayed for one year with Theodore Goddards & Co., a reputed firm of Solicitors in the City of London. He registered at the Bar of Paris in 1972 and, until 1980, practiced commercial litigation both as an assistant to several lawyers as well as within a firm specializing in litigation conducted before the Commercial Courts.

In 1981, he moved to Hong Kong and opened the local branch of a French law firm Sonier & Coblenz. Back in Paris in 1982, he resumed his independent practice of litigator and joined Delile & Biet as a partner. In April 1986, Paul RANJARD participated in a comparative law seminar in Beijing, jointly organized by the Chinese Ministry of Justice and the Paris Bar, and afterwards returned to China every year, assisting French companies with their business ventures in China.

Mr. RANJARD moved to Beijing in September 1997, and opened the Representative Office of the French association Unifab, specializing in the protection of Intellectual Property. As a result, his practice in China evolved progressively towards Intellectual Property matters. After the creation of the European Chamber of Commerce in 2000, he has co-chaired the IP Working Group and has been actively involved in the drafting of the EUCCC IP Position Papers and the comments submitted by the Chamber concerning drafts of IP legislation. Throughout his time in Beijing, Paul RANJARD has cooperated with Wanhuida in field actions and academic research.

LANGUAGES

English, French

MEMBERSHIPS

INTA, ECTA, MARQUES, APRAM



Haiyan Ren

POSITION

Partner & a Member of the firm's Management Committee

CAREER

REN Haiyan is the most experienced trademark attorney of the firm, starting practising as a trademark attorney in 1994 and progressively extending her practice to design patent counseling and strategic planning for integrated IP rights protection.

In 1999, Ms. REN co-founded WAN HUI DA with a number of other experienced attorneys. As one of the founding partners, she has made an indelible contribution to the firm, which has already been ranked as a top tier IP firm by various professional publications. As one of the firm's main representatives, Ms. REN has been nominated as a leading individual practitioner in the field of intellectual property in China. She was included in Managing IP's Top 250 Women in IP (2020 – 2023 edition) for her exceptional performance for her clients and firms. She was named as an Outstanding Individual in prosecution and strategy (Gold Band) by the World Trademark Review in 2022 and 2023. She was the Exclusive winner of 2012 International Law Office Client Choice Awards (IP field, China) and an "IP STAR" in China rated by Managing Intellectual Property since 2017. Since 2019, Haiyan has been listed as a recommended IP Lawyer by The Legal 500. In 2023, she is also listed as an "Eminent Practitioner" by Chambers & Partners in the category of "Intellectual Property: Non-litigation (PRC Firms)".

In her 30 years of practice, Ms. REN has handled high-profile cases relating to trademark and design patent filing, registration, litigation and dispute resolution. As the joint head of the firm's trademark practice group and the managing coordinator for all anti-counterfeiting, infringement and unfair competition cases, she has guided a team of more than 300 trademark and patent attorneys and attorneys-at-law. She has advised numerous Fortune 500 companies on trademark profile auditing, strategic planning for trademark and design protection, domain name disputes, unfair competition cases, IP border protection by Customs and criminal enforcement.

Ms. REN was elected to the International Trademark Association (INTA) China Trademark Office Subcommittee of the Trademark Office Practices Committee for her significant experience in the field. Ms. REN is also a sought-after speaker at IP-related seminars and conferences throughout China and has given speeches at various global annual conferences organized by INTA, the International Anti-counterfeiting Coalition and others.

LANGUAGES

English, Chinese

MEMBERSHIPS

INTA & AIPPI



Anping Sheng

WORK DEPARTMENT

Patent Practice

POSITION

Partner & a member of the firm's Management Committee

CAREER

Mr. Sheng Anping is a patent attorney and an attorney-at-law. Mr. Sheng works out of the firm's Beijing head office, leading the practice team for patent prosecution, invalidation, administrative litigation and civil infringement litigation. He also advises our clients on management of patent portfolios, formulation and execution of patent enforcement strategy.

Before joining the firm, Mr. Sheng used to work for the Beijing Intellectual Property Service Center and the Beijing Intellectual Property Office, successively heading the latter's Patent Management Department and the Patent Enforcement Department, where he has accumulated abundant experience in patent management and administrative enforcement against patent infringement. In the early days of his career, he worked as corporate executives overseeing varied civil and commercial matters.

Mr. Sheng has been well recognized and respected for his professionalism on all patent matters, his ability in dealing with complicated patent issues and his good connections with many stakeholders in the intellectual property field. He currently serves as an Arbitrator of Beijing Arbitration Commission / Beijing International Arbitration Center.

LANGUAGES

Chinese

MEMBERSHIPS

ACLA & ACPAA

EDUCATION

MBA, Guanghua School of Management, Peking University

LL.B, Peking University Law School



Liang Su

POSITION

Partner & a member of the firm's Management Committee

CAREER

Liang SU heads the firm's IP Investigation & Enforcement Practice Team and oversees the operation of its Guangzhou and Ningbo offices.

Mr. SU is a former officer of Chinese People's Liberation Army, and during his twenty years of military service, he formed very close relations with local enforcement authorities.

Since his honorable discharge from the army in 1997, Mr. Su has been engaged in organising and coordinating administrative and judicial protection programs of intellectual property rights, as well as tailoring anti-counterfeiting campaigns for the clients.

He has undertaken highly sophisticated criminal investigations in the most renowned counterfeiting areas in South China. Through close working relations with local enforcement authorities, detailed attention to clients' demands as well as 20-plus years' experience in planning, formulating and executing criminal investigations and enforcement programs, Mr. Su has built up one of China's most efficient and reliable anti-counterfeiting teams.

Mr. SU has formed during his long-term practice of intellectual property profound understanding and unique perspective in respect of IP portfolio management. He has progressively extended his practice to consulting and executing WKTm (well-known trademark) recognition, design patent counseling, strategizing integrated IP defense and protection programs.

In 2010, Mr. Su was elected Vice Chairman of Yiwu Federation for the Protection of Famous Brand (YWFPPB), an influential non-governmental organization initiated and sponsored by hundreds of brand owners to defend their IPs in China.

LANGUAGES

Chinese

EDUCATION

LLB, National University of Defense Technology

BM, Third Military Medical University



Tiejun Tang

WORK DEPARTMENT

Patent Practice

POSITION

Partner

CAREER

Tiejun's practice focuses on patent litigation. She has abundant experience in litigating complex patent cases.

Tiejun has represented multinational and domestic Chinese companies, particularly chemical, pharmaceutical and biotech companies, in their patent validity and infringement litigations before the Patent Reexamination Board (PRB) and courts of all levels. Many of her cases involve leading edge legal issues in China. Tiejun also litigates other types of technology-related cases, such as patent ownership disputes and trade secret cases. In addition, Tiejun advises clients on various IP matters, including patent validity, infringement, and freedom-to-operate opinions.

LANGUAGES

Chinese

MEMBERSHIPS

ACPPA

EDUCATION

B.Sc. Physical Chemistry, Nankai University

M.E. Chemical Engineering, Beijing University of Chemical Technology

J.M., Civil and Commercial Law, China University of Political Science and Law

LL.M., Intellectual Property Law, John Marshall Law School



Jason Yao

POSITION

Partner & a member of the firm's Management Committee

CAREER

Jason YAO is a Partner at Wanhuida Intellectual Property and a Member of the firm's Management Committee. He is also the managing partner of the firm's Shenzhen Office and Hong Kong Office. Mr. YAO's practice covers a wide range of intellectual property matters, including litigations on disputes over trademarks, patents, copyrights and trade secrets, investigation and enforcement against trademark counterfeiting, patent infringement and piracy through administrative and criminal actions, licensing, transferring and acquiring trademarks, patents and copyrighted works; handling compliance programs and government investigations on unfair competition and antitrust matters; providing advices on corporate governance, government relation, and crisis management.

He has been highly regarded by clients for his profound knowledge of intellectual property issues, his sense of urgency and responsibility, and his comprehensive approach in dealing with complex legal issues.

Mr. YAO has a unique combination of in-house and outside counsel experience in managing intellectual property portfolios and corporate legal matters for both multinational and Chinese companies. Mr. YAO joined Procter & Gamble Company as an in-house legal counsel after law school in 1996. He led the brand protection team in China and handled more than a thousand cases in 7 years, some of which were the very first such type of intellectual property cases in some local cities and provinces. After finished his advance education in intellectual property law at Boston University School of Law, Mr. YAO joined Gillette Company as the general counsel for the Greater China region, where he handled the most complicated investigation and enforcement against a counterfeit syndicate and worked closely with the management team in consolidating the joint ventures creatively. After Gillette merged into Procter & Gamble Company, Mr. YAO joined Acushnet Company, the world's largest golf product manufacturer, where he served as the leading counsel for both intellectual property and general legal matters in the Asia/Pacific region. He successfully coordinated the major US golf manufacturers and put together a comprehensive program for fighting cooperatively and collectively against counterfeit and pirated products in the region and achieved significant results.

LANGUAGES

English, Chinese

MEMBERSHIPS

INTA, ACLA & IACC

EDUCATION

LLM (intellectual property law), Boston University School of Law



Bruce Yu

WORK DEPARTMENT

Litigation practice

POSITION

Partner

CAREER

Bruce Yu is a partner and attorney-at-law of Beijing Wanhuida Law Firm Shanghai Office. He joins the firm in June 2021.

Based in the firm's Shanghai and Ningbo Offices, Bruce primarily oversees the litigation practice and operation of the firm's East China team and also serves as a coordinator of the firm's Customs protection practice.

Bruce practices in the areas of intellectual property (IP) law with a focus on litigating trade secret, OEM-related disputes, as well as trademark, copyright and patent infringement matters. His practice also encompasses IP enforcement at trade fairs and exhibitions, execution of Customs IP protection measures, among others. He has abundant experience and unique insights in enforcing IP rights in the context of international trade.

Bilingual in English and Chinese, Bruce is capable of providing a full range of legal services to Chinese and foreign clients. He has in-depth knowledge of China's IP border protection regime and has handled more than 2,000 cases in this regard. He also advises clients on administrative and criminal enforcement, Customs protection, domain name disputes and civil litigation. He has served as the lead counsel in quite a few landmark cases.

LANGUAGES

Chinese, English

MEMBERSHIPS

ACLA & INTA

EDUCATION

LLB, East China University of Political Science and Law

Shuhua (Mark) Zhang

POSITION

Partner

CAREER

Mr. Shuhua (Mark) Zhang is a Partner and an attorney-at-law at Beijing Wanhuida (Shanghai) Law Firm. Mr. Zhang has worked as an IP lawyer since 1998. He has rich experiences in representing foreign clients enforcing various kinds of IP rights in China, particularly for patents and trademarks. He also advises clients on building up and maintaining IP portfolios and developing IP protection strategies.

Over 20 years, Mr. Zhang has worked over thousands of IP enforcement cases for foreign clients, winning many landmark cases and advanced clients' interests in China.

LANGUAGES

Chinese, English

MEMBERSHIPS

ACLA, New York bar

EDUCATION

LL.M., Stanford Law School

LL.B, Peking University

B.A., Peking University



Zhigang Zhu

WORK DEPARTMENT

Trademark Litigation Practice

POSITION

Partner

CAREER

Zhu Zhigang is the Managing Partner at Beijing Wanhuida (Shanghai) Law Firm. Mr. Zhu is an attorney-at-law admitted to practice in China since 2007.

Mr. Zhu's practice covers the judicial and administrative protection of intellectual property in China, counseling on trademark, copyright, design and domain name registration and protection.

Taking a keen interest in researching and analysing frontier IP matters, Mr. Zhu has been making practical use of his theoretical research over subjects like parallel import, fair use of trademark, trademark co-existence, cross-border e-commerce, well-known trademark, conflicts of rights, enforcement of geographical indication, to name a few. He has been a lead counsel in quite a few landmark cases including:

Obtaining for the client huge indemnification from the infringers through series of civil lawsuits;

Stopping the massive unauthorized use of the client's registered trademarks on the signboards and/or as trade names;

Winning for the client the first infringement court decision against a distributor of parallel imports in China;

Having the client's trademark granted the first super well-known trademark status through judicial proceeding in China;

Fighting against the intentional imitation of the client's registered figurative mark via the transformed use of another registered trademark by adopting integrated measures of administrative raid actions, administrative and civil lawsuits, successfully revoked the trademark registration of the offending party and shut down over 400 shops of the infringer in China.

LANGUAGES

French, English, Chinese

MEMBERSHIPS

INTA, ACLA, Marques, Unifab, APRAM, CTA

EDUCATION

LL.B in International and European Union Law, France Poitiers University

M.Sc. in International Trade, Paris Graduate School of Management (ECOLE SUPERIEURE DE GESTION)