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## The Legal 500 Asia Pacific

### 2022

The clients' guide to law firms

#### **WANHUIDA INTELLECTUAL PROPERTY**

YIYUAN OFFICE BUILDING,  
FRIENDSHIP HOTEL  
NO 1 SOUTH ZHONGGUANCUN STREET,  
HAIDIAN DISTRICT  
BEIJING 100873

Tel: +86 10 6892 1000

- Intellectual property: PRC firms

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# WANHUIDA INTELLECTUAL PROPERTY

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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 IPR Trial', 'Annual Report of the Supreme People's Court on Intellectual Property Cases', 'Top 10/50 IPR Cases of the Chinese Courts' (released annually 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 one hundred or so 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	S. Sam Li	samli@wanhuida.com	86 10 6892 1000
Trademark prosecution	Haiyan Ren	renhaiyan@wanhuida.com	86 10 6892 1000
Trademark litigation	Hui Huang	huanghui@wanhuida.com	86 10 6892 1000
IPR enforcement & Due diligence	Zhigang Zhu	zhuzhigang@wanhuida.com	86 10 6892 1000
IPR enforcement, anti-trust and regulatory matters & Corporate legal matters	Jason Yao	jasonyao@wanhuida.com	86 10 6892 1000

## STAFF FIGURES

Number of lawyers : 160  
at this office : 97

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## INTELLECTUAL PROPERTY: PRC FIRMS

Intellectual property: PRC firms: contentious TIER 1

Intellectual property: PRC firms: non-contentious TIER 1

“**Wanhuida Intellectual Property**, which is comprised Wanhuida IP Agency and Wanhuida Law Firm, is best-known for its work in trademarks, though its patent practice has developed over recent years. The contentious side of the practice is where the group really shines; in 2021 the firm represented world-renowned names such as Bayer AG, Michelin and New Balance in both criminal and civil litigation proceedings relating to counterfeit goods, figurative trademarks and pharmaceutical patents. Gang Bai leads the team and is one of the market’s most experienced practitioners, while Haiyan Ren specialises in trademark and design patent applications as well as litigation. At the junior end, associate Yuming Wang regularly assists international companies in liaising with the Beijing IP office.

”

### Hall of Fame

Gang Bai



## Gang Bai

### POSITION

Founding Partner & Management Committee Chair

### CAREER

BAI Gang is the Founding Partner and Management Committee Chair at Wanhuida Intellectual Property.

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 IPR legislative progress and helping to mold the industry standards.

On account of his expertise in the IPR field, Mr. BAI was invited in 2005 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 IPR laws and regulations. He was invited to advise on the fourth and third 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" and more recently 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".

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 is elected to INTA Board of Directors. In October 2019, Mr. Bai has been re-nominated to the INTA Board of Directors for a three-year term commencing January 1, 2020.

### LANGUAGES

English, Chinese

### MEMBERSHIPS

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



## Xiaoling Duan

### 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 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.

Ms Duan is listed as one of the "National Intellectual Property Leading Individuals" by the CNIPA. She has also received accolades from various legal media, including "Notable Practitioner" for intellectual property in China by Asialaw Profiles (2016-2021), "Recommended Individual" in the prosecution field by IAM Patent 1000 (2018-2021) and "Recommended IP Lawyer" by The Legal 500 (2015).

### 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



## 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 IPRs, fighting for the clients in their most intricate matters before the nation's IPR 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

### 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)

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## Bin Li

### POSITION

Partner & Secretary of the firm's Management Committee

### CAREER

Li Bin is a Partner at Wanhuida Intellectual Property and the Secretary of the firm's Management Committee. 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 AQSIC.  
In 2017, Ms. Li is elected member of the Famous and Well-Known Marks Committee of the International Trademark Association (INTA) for the 2018–2019 term. In 2019, she is elected member of the INTA Famous and Well-Known Marks Committee for the 2020-2021 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





## Johnson Li

### POSITION

Partner

### CAREER

Johnson LI is a Partner at Wanhuida Intellectual Property. He joined the firm on January 1, 2018.

Johnson is qualified both as attorney-at-law and patent attorney in China. His practice focuses on litigating intellectual property disputes, advising on patent invalidation and licensing matters, managing IP portfolio as well as planning and executing IP-related protection, defense and enforcement strategy.

Johnson used to work with the China Patent Agent (H.K.) Ltd. for more than 15 years, leading the litigation department and trademark department for a few years. He has represented various industrial leaders and multinational corporations such as Ericsson, Intel, Carrier and Otis, as well as many other renowned names in different technical fields. His most active industry sectors include telecommunication, semiconductor, software, automobile, medical device, material, air-conditioning, textile, electric appliance, safety equipment and commodities.

A select list of Johnson's work includes:

Leading a team of lawyers and attorneys in formulating and executing strategies for a leading telecommunication player, in dozens of litigation and invalidation cases and advising this client in the capacity of lead counsel in over 20 cases.

Providing comprehensive legal solutions to a European supplier of safety products in matters covering patent and trademark infringement litigation, customs interception, patent invalidation, online infringement control and market watch, obtaining over 6 million damages for such client in one single case, and using the joint measures of customs interception and patent infringement litigation in another case to aggressively enforce client's patent (a case selected as a typical case of 2016 by Tianjin courts).

Defending the patent validity of a famous electric connector manufacturer in an appeal case against the first instance judgment and the invalidation decision of Patent Reexamination Board, reversing the unfavorable decision (a case selected as a typical case of 2014 by the Supreme Court).

### LANGUAGES

English, Chinese

### MEMBERSHIPS

ACPPA, ACLA, AIPPI, INTA, LES

### EDUCATION

LL.B, Intellectual Property Law, Peking University

B.S, Electromechanical Engineering, Beijing Institute of Technology

Training program on patent litigation and licensing at BSKB

Training program on US trademark law at BSKB



## S. Sam Li

### 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.

Sam's recent work includes:

Representing multinational companies in patent litigation in a number of Chinese courts, including Beijing, Jiangsu, Shaanxi, Shandong, and Shanghai, successfully stopping defendants' infringement activities, obtaining damages and procuring injunctions and pre-suit injunctions;

Defending or challenging patent validity in the fields of chemistry, biotech, pharmaceutical and electronic industries and representing clients in subsequent administrative litigations;

Advising and representing clients in several major trade secret matters involving both criminal enforcement and civil litigations; and conducting investigation over a number of incidences involving breaches of confidentiality and trade secret thefts;

Representing a major Chinese chemical company in arbitration of a technology contract dispute, and advise clients on enforcing arbitral awards;

Advising clients in chemical, pharmaceutical, biotechnology and energy industries on dozens of freedom-to-operate (FTO), non-infringement, and patent validity opinions for launching new products/processes, preparing for initiating or defending infringement actions, and assessing merits for taking invalidation actions or litigating decisions of the PRB.

### 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



## 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 2021 & 2020 edition of Top 250 Women in IP for her exceptional performance for her clients and firms in the past year. She was named as an "Outstanding Individual" by the World Trademark Review 1000 in 2011, 2012, 2017, 2018 and 2019. She was also nominated as a "Leading individual" by Chambers and Partners in 2009, 2011 throughout 2013. 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 in 2015, 2017, from 2018 throughout 2021. Haiyan was listed as a recommended IP Lawyer in the 2019, 2020 and 2021 edition of The Asia Pacific Legal 500.

In her 27 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 & CTA



## Anping Sheng

### POSITION

Partner & a member of the firm's Management Committee

### CAREER

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

Before joining the firm, Mr. Sheng has been working at Beijing Intellectual Property Office for a decade as the director of the Patent Management Department and later the director of the Patent Enforcement Department, where he has accumulated very rich experiences in patent management and enforcement.

Before that, Mr. Sheng had been working in various government authorities and private practice since 1990, including the Institute of Computing Technology, China Academy of Sciences and Haidian District Commission of Commerce, as well as the Beijing Intellectual Property Service Center.

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.

### LANGUAGES

Chinese

### MEMBERSHIPS

ACLA

### 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 IPR 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 10-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 IPR 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 IPRs in China.

### LANGUAGES

Chinese

### EDUCATION

LLB, National University of Defense Technology  
BM, Third Military Medical University



## Tiejun Tang

### POSITION

Partner

### CAREER

TANG Tiejun is a Partner at Wanhuida Intellectual Property. 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. She addresses leading edge legal issues in many of her cases. Tiejun also has experience litigating other technology cases, such as patent ownership disputes and trade secret cases and advises clients on validity, infringement/freedom-to-operate, and other IP matters.

A select list of Tiejun's work includes:

Representing clients in litigating patent validity before the PRB and all the way up to the Supreme People's Court (the Court):

Representing Dahe Biotechnology in the retrial before the Court upholding the decision invalidating the patent on the Production of Lysine. The case is instructive for examining microorganism claims defined by function. After affirmation by the Court, the original PRB decision was selected as Top Ten Typical Cases of the PRB of 2013;

Defending successfully the validity of the Simcere patent on Formulation Comprising Amlodipine and Irbesartan in the retrial before the Court. The case is selected in Annual Report of the Supreme People's Court on Intellectual Property Cases (2011) for its significance in applying the fairness and reasonableness principles in interpreting the Guidelines for Patent Examination and in determining whether a new matter has been introduced by amendment;

Defending successfully the validity of TIPR Pharmaceutical's patent on Adefovir Crystalline. The case is selected as Top Ten Typical Cases of the PRB of 2011 for being instructive for evaluating novelty of patents covering crystalline forms.

Defending successfully the validity of the Xin An Chemicals' patent on an environmental friendly process for making glyphosphonic. The case provides insight into Article 33 of the Patent Law on revision beyond scope.

### LANGUAGES

Chinese

### MEMBERSHIPS

ACPAA

### 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

### 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 will primarily oversee the litigation practice and operation of the firm's East China team and will also serve 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. Bruce's recent work includes:

Representing Honda Motor in winning a retrial proceeding (HONDAKITcase) against the OEM manufacturers of infringing products before the China Supreme People's Court (SPC), which affirmed that by using a mark through labelling or in other manners on the manufactured or processed goods, so long as such mark could serve as a source identifier of the said goods, the use is trademark use and constitutes trademark infringement. The case was selected as one of the Chinese Court's Top 10 Intellectual Property Cases of 2019.

Representing a design patentee in successfully intercepting a batch of infringing Segway destined to Belarus through border protection measures. The case was selected as one of the "China Exemplary Customs IP Protection Cases of 2018" released by the General Administration of Customs.

Representing Hamilton Beach Brands, Inc. in winning a design patent infringement suit against a local company. The case was selected to be included in the "Top 10 IP cases of 2016" released by the Ningbo Intermediate People's Court.

### LANGUAGES

Chinese, English

### MEMBERSHIPS

ACLA, INTA

### EDUCATION

LLB, East China University of Political Science and Law



## Zhigang Zhu



### POSITION

Partner

### CAREER

Zhigang Zhu is a Partner at Wanhuida Intellectual Property and an attorney-at-law admitted to practice in China since 2007. Mr. Zhu's practice covers the judicial and administrative protection of IPRs in China, counseling on trademark, copyright, design and domain name registration and protection, as well as franchising and licensing.

Mr. Zhu has taken a keen interest in researching and analysing the frontier IP matters like parallel import, fair use of trademark, trademark co-existence, infringement liability of online trading platform, super well-known trademark status as well as conflicts of rights and has managed to put his theoretical research into practice. 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 by around 100 dealers around the country;

- Initiating and winning for the client the first private trademark criminal action in China;

- 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;

- Representing the client against the intentional imitation of its registered figurative mark via the transformed use of another registered trademark by adopting integrated measures of administrative raid actions, administrative lawsuit and civil lawsuit, successfully revoked the trademark registration of the offending party and shutting down over 400 shops of the infringer in China.

### LANGUAGES

French, English, Chinese

### MEMBERSHIPS

INTA, ACLA, Marques

### 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)