



## WU, Di (Deland)

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Partner, Manager of the Trademark and Copyright Department, Senior Trademark Attorney

Working Languages: Chinese, Japanese, English

### Practice Experience:

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Ms. WU is skilled in various cases in the field of trademarks, including trademark administrative confirmation and authorization, trademark administrative litigation, well-known trademark cognizance, layout and analysis on strategic trademark brands. Ms. WU is particularly excelled in dealing sophisticated administrative or litigation cases. She has made a considerable impact due to her exceptional expertise in handling multiple cases. Ms. WU has represented a number of Fortune 500 companies in over ten thousand of trademark prosecution and litigation cases, many of which were awarded as the excellent cases by China Trademark Association. The “Kyocera” trademark was recognized as a well-known trademark through judicial channel of opposition review administrative lawsuit handled by her. She also secured a compensation of up to 3 million yuan for her Japanese client in the trademark infringement and unfair competition disputes she involved in. Ms. WU’s professional articles have been featured in renowned domestic and international media outlets, including China Intellectual Property magazine and MIP. She has also been invited to speak on brand and trademark-related topics at various professional summits both domestically and abroad, such as the China International Trademark Brand Festival and the China-US Intellectual Property Summit Forum. Ms. WU has extensive experience working in a Japanese office from 2005 to 2010, during which she conducted comprehensive research on Japanese trademark law and the comparative analysis of Chinese and Japanese trademark systems. Ms. WU became a member of Lung Tin in January 2012.

### Work Experience:

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Lung Tin Intellectual Property Agent Ltd., Senior Trademark Attorney, Partner, Manager of the Trademark & Copyright Department  
KYORITSU INTERNATIONAL, Trademark Attorney, Principal of Chinese market

### Education/Trainings:

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Master of Economic Science, *Nankai University*, in Economic Science  
Bachelor of Economics, *Nankai University*, in Economics

## **Social Activities:**

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Senior talent, Talent Pool of China Trademark Association, 2023

Outstanding Individual for five consecutive years, "Right Affirmation and Strategies in Trademark", 2019-2023, WTR 1000

Initial group of Gold Individual Service in Trademark Agency, China Trademark Association

Commendation for the compilation of guidelines on protecting trademark rights overseas in key countries or regions

Advisory Committee Expert, (Beijing) Base Expert for Instructions and Research on IP Cases, Supreme People's Court

Individual Director Unit, China Trademark Association

Deputy Director of the International Exchange Development Committee, China Trademark Association

Individual member of Japan Trademark Association

## **Publications/Presentations:**

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Author, "Strengthening on Trademark Supervision and Administration", April 2023, Lung Tin WeChat official account

Author, "Development of review Practice on Trademark Distinctiveness and Confusion in Mainland China", December 2022, Cross Strait Trademark Practice Forum

Author, "Key Interpretation and Practical Exploration of the 'Guidelines for Trademark Review and Examination'", August 2022, Cross Strait Trademark Practice Forum

Author, "Discussion on Trademark Infringement in Foreign Related Fixed Brand Processing", December 2021, Cross Strait Trademark Practice Forum

Speaker, "The Impact of Trademark Use on the Determination of Infringement", July 2021, IPR College

Speaker, "Practice of Trademark Infringement Litigation in China", September 2020, Kansai Invention Association of Japan

Speaker, "The Soul of Trademark: Distinctiveness", June 2020, IPRdaily

Author, "A Comparative Analysis of Trademark Approximation in China and Japan", March 2020, Lung Tin Newsletter

Speaker, "Introduction of Trademark Registration System in China", September 2019, China-Japan Trademark Forum

Author, "Res Judicata in Chinese Trademark Review and Adjudication Proceeding: Acceptance of New Facts", January 2018, Lung Tin Newsletter

Author, "Administrative litigation case concerning Kyocera Group's appeal against the Decision Referring to the Review of opposition made by the Trademark Review and Adjudication Board under the State Administration for Industry and Commerce", June 2017, China IP Magazine

Author, "Computer Font Protection", March 2016, Managing Intellectual Property

Speaker, "The Nature of Brand Protection and Case Analysis", the 5th China-US Intellectual Property Summit Forum, November 2016, Shenzhen, China

Author, "Practice in the Protection of Computer Fonts", February 2016, MIP

Author, "Prior User vs. Trademark Registrant: Current Chinese Practice", September 2014, Lung Tin Newsletter

Speaker, “Study on Unfair Competitive Cases in Trademark Registration”, Trademark Annual Meeting, August 2012, Kunming, China

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