

AIA CPD Webinar

**Protecting Your Brand in Mainland China and Hong Kong: Practical IP
Strategies for Cross-Border Businesses**

Date: 30 Sep 2026 Wednesday (*Enrollment closed on Tuesday, 29 Sep 2026*)
Time: 12:30 – 14:00
CPD Unit(s): 1.5 units
Language: Chinese

Microsoft TEAMS online registration link:

<https://events.teams.microsoft.com/event/ba574572-20a3-41e5-ab03-1980a6db1a80@8db33e27-51f0-4df9-9bdd-03fa335402a0?source=copyLinkLegacyShareEventDialog>

Request CPD Certificate Admin Fee (member should apply before webinar):

\$50 for AIA members and supporting organisations;

\$100 for Non-members

Remarks: CPD certificates will be emailed within one month after the webinar, subject to a minimum attendance of 80% or above

Speakers:



Vera Sung is a Partner at Oldham, Li & Nie and Head of the firm's Intellectual Property practice in Hong Kong and China. She has extensive experience advising multinational companies and other international clients on the protection, management and enforcement of intellectual property rights across Hong Kong and Mainland China.

Her practice covers trademarks, patents, copyright, domain names, passing-off actions, IP licensing and enforcement. She advises clients on trade mark registration and prosecution, brand protection strategies, IP portfolio management, infringement and enforcement matters, helping businesses navigate the practical challenges of protecting their brands across Greater China.

Vera was admitted as a solicitor in Hong Kong in 1998 and became a Notary Public in 2010. She is recognised by Chambers & Partners, Managing IP's IP STARS and Asia IP, which named her among Hong Kong's Top 50 IP Experts in 2026.



Angel Luo is a Registered Foreign Lawyer (PRC) at Oldham, Li & Nie, focusing on intellectual property and trade mark law in Mainland China and Hong Kong. She advises multinational companies on cross-border brand protection and assists clients with trade mark applications, clearance, oppositions, cancellations and invalidations, as well as disputes involving trade mark squatters, infringement, and customs detention.

Her practice also covers anti-counterfeiting strategies, trade investigations and enforcement through administrative actions, civil litigation, criminal sanctions and customs seizures. She has particular experience helping international brand owners navigate IP protection and enforcement challenges in Mainland China.

Educated in Mainland China, Hong Kong SAR and the United States, Angel previously worked at a top-ten law firm in Beijing and a leading IP boutique in Hong Kong.

**Brief introduction of the Webinar:**

1. Protect Early – first-to-file, when to file, class selection, and Chinese-language marks
2. Avoid Common Filing Mistakes – goods/services, absolute grounds, and conflicting marks
3. Dealing with Bad-Faith Filings – opposition, invalidation, and supporting rights
4. Use It or Lose It – non-use cancellation and preservation of use evidence
5. When Infringement Happens – enforcement options and practical considerations
6. Cross-Border Takeaways – key differences between Mainland China and Hong Kong
7. Case study.

Registration Form – 20260930

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***Please email the payment image and the registration form to Ms. Aby Yuen at hongkong@aiaworldwide.com first.**

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