Insights: News

Sindy Ding-Voorhees Quoted in "4 Intellectual Property Guidelines that are Crucial for Luxury Brands"

Jing Daily

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November 1, 2019, was a milestone for the Chinese fashion world. Not only was the China Fashion Industry Intellectual Property Conference held in Beijing, but the fourth edition amendment of the Trademark Law was going into effect. Rule makers, business insiders, e-commerce players, and legal practitioners gathered together for the first time in the Chinese fashion industry while also sharing their experiences, difficulties, and ideas for ways to further protect intellectual property in the market. On top of that, a China Fashion Intellectual Property Protection Center was also launched to provide services for designers and brands.

Related People



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