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The Legal 500 Asia Pacific

2019

The clients' guide to law firms

WANHUIDA PEKSUNG

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- Intellectual property: PRC firms



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THE FIRM

Wanhuida Peksung IP Group is a leading IP service powerhouse in China. It has three main legal entities, WAN HUI DA Law Firm, WAN HUI DA IP Agency and PEKSUNG IP Ltd. The merger with PEKSUNG in 2016 was a milestone in the development of this IP powerhouse. It now is the home for over 400 IP professionals and a total of some 500 employees with presence in all major IP hubs in China, with offices in Beijing, Shanghai, Guangzhou, Ningbo, Suzhou, Hangzhou, Xiamen, Kunming, Shenzhen and Hong Kong. It operates under a single leadership team headed by senior partners.

Wanhuida Peksung IP Group 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, our prosecution team helped clients prosecuting numerous patent and trademark applications and obtaining enforceable patent and trademark rights with high rate of success. We have 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 our client's interests and help advancing China's legal fronts. We focus on adding value to our clients.

AREAS OF PRACTICE

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

Patent: In the patent area, we have some 180 professionals with experience in patent litigation, prosecution and counselling. Some of our 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 Board". These cases have contributed to patent law development in subjects such as claim construction, claim amendment, inventiveness determination and sufficient disclosure.

Copyright: Our reputation in copyright area is on the rise. We are developing top copyright practitioners. Our copyright litigation is expanding. We have recently won copyright cases before the Supreme People's Court, successfully persuading the court to retry erroneous lower court decisions. We have also obtained favorable decisions in various lower courts, obtaining injunctive as well as sizeable monetary reliefs for our clients.



WANHUIDA PEKSUNG
万 慧 达 北 翔

NUMBER OF
LAWYERS

135

AT THIS OFFICE

107

Litigation: We are at the leading edge of litigations. Each year, our one hundred or so IP litigators litigate hundreds of cases, accumulating abundant experiences with the dynamic practices of courts across China. We are at the forefront of frequently litigated issues, such as procedure, jurisdiction, enforcement, evidence admission, burden of proof, and interim reliefs. We litigate both civil and administrative cases before administrative agencies and at all levels of courts, with a concentration in more developed areas, such as Beijing, Shanghai, Guangdong, Shenzhen, Jiangsu, and Zhejiang. Our experience also extends to litigating criminal trade secret cases and arbitration matters.

Investigation and Evidence: Obtaining evidence is often a challenge in China. To support our litigation and enforcement services, we have a team of professional investigators and an extensive network of investigation for evidence gathering. We have had experience in obtaining difficult physical evidence for our clients. We are 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: We advise our clients over a broad range of IP matters. We advise clients on strategy, we provide legal opinions, such as freedom-to-operate opinions (FTO), non-infringement opinions, and validity and patentability assessment. We also advise and represent clients in IP transactional matters, such as reviewing, drafting and negotiating licenses and conducting due diligence investigations.

MEMBER

INTA, IACC, AIPPI, FICPI, AIPLA, IPO, AIDV, ABL, CTA, Beijing Bar Association, Shanghai Bar Association, Guangzhou Bar Association, Shenzhen Bar Association, ACPPA, CSC, CIPS

LANGUAGES

English
French
German
Japanese
Korean
Russian
Chinese

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Intellectual property : PRC firms

Tier 1



Wanhuida Peksung adeptly *'handles complex cases, with close communication between teams, with law enforcement agencies and clients'*. It attracts a wide range of patent-related work, however, trade mark matters are a traditional strength. Names to note include founding partner **Gang Bai, Hui Huang**, who *'works rigorously and carefully, achieving outstanding performance within a limited time frame'*; **Haiyan Ren**, who focuses on trade mark and design patent filings and registrations, and **Jiancheng Jiang**, who handles patent prosecution and litigation matters. Key sectors of expertise include life sciences, pharmaceuticals, food and beverages and fashion. L'Oréal, Microsoft, Michelin and New Balance count among the team's clients. The practice has been bolstered by the arrival of **Johnson Li** from **Intewig Partners**.



Leading individual

Gang Bai

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GANG BAI

POSITION

Senior Partner

CAREER

Mr. BAI Gang is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He is the Managing Partner of Wan Hui Da Law Firm & IP Agency.

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 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".

LANGUAGES

English, Chinese

MEMBER

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



XIAN CAI

POSITION

Partner

CAREER

Mr. CAI Xian is a Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016.

Mr. CAI is a former officer serving the PSB authority for twenty-plus years. During his service of the agency, he formed very close relations with local enforcement authorities.

He has 10+ years' experience in intellectual property enforcement. Since he joined the firm, Mr. CAI has been engaged in conducting intellectual property investigations, evidence collection, as well as tailoring and carrying out anti-counterfeiting programs for the clients. He is particularly adept at coordinating local enforcement agencies in the organization and implementation of cross-regional enforcement campaigns, as well as the investigation on and enforcement against online counterfeiting cases.

LANGUAGES

Chinese

EDUCATION

LLB, East China University of Political Science and Law
Shanghai No.2 Police College, majoring public security

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XIAOLING DUAN

POSITION

Senior Partner

CAREER

Ms. DUAN Xiaoling is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. Ms. DUAN is one of the most experienced patent attorneys of the firm's patent team. Her major areas are Chemical, Chemical Engineering, Pharmaceutical and Food Industry.

Ms. DUAN has been practicing in the patent field for 29 years, including 12 years' experience with the State Intellectual Property Office (SIPO), where she has served as a senior examiner and deputy-director of an examination division from 1988 to 2000. Then, she started her career as a patent attorney, joining China Patent Agent (H.K.) Ltd. (CPA), and leading the CPA's Chemical & Bio Department for over 10 years.

LANGUAGES

English, Chinese

MEMBER

Patent attorney, Judicial appraiser

Council member: All-China Patent Attorneys Association (ACPAA)

Council member of Beijing Patent Attorneys Association

Council member: AIPPI Chinese National Group

Training instructor: designated by both SIPO and ACPAA

EDUCATION

B.S. degree in Applied Chemistry, Beijing Technology and Business University, in 1985
M.S. degree in Fine Chemical Engineering, Beijing Technology and Business University, in 1988

LLM. study, setup jointly by Renmin University of China and City University of Hong Kong, from 2003 to 2006

Training at John Marshal Law School



XIAO LIN FU-BOURGNE

POSITION

Of counsel

CAREER

On January 1st 2017, Xiao Lin FU-BOURGNE joined Wanhuida Peksung as "Of Counsel".

Originally from China and living in France since 1985, Xiao Lin Fu-Bourgne completed her law studies in Paris. She was admitted to the Paris Bar in 1998 and advises companies on transactional and contentious matters. She is particularly involved with Chinese investments in France and vice versa.

Her main areas of expertise are assistance with contract negotiation, management of public-private companies and disputes between French and Chinese companies.

LANGUAGES

French, English, Chinese

MEMBER

Paris Bar (1998)

EDUCATION

Law Practice Certificate - CRFPA of Versailles (1997)

Master's Degree in Medical Law, Université Paris Sud – Sceaux (1994)

Master's Degree in Contract Law, Université Paris Sud – Sceaux (1993)

Master's Degree in Private Law, Université Paris II Panthéon-Assas (1992)

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WENMING HU

POSITION

Partner

CAREER

HU Wenming is a Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He is a Senior IPR Counsel, one of the first certified trademark attorneys in China and a senior IPR practitioner.

Mr. HU graduated from Hangzhou University with a degree in business management. He received the professional training in intellectual property in an American law firm Birch, Stewart, Kolasch & Birch, LLP in 1994.

Mr. HU used to work for Wenzhou AIC since 1983, subsequently in the capacity of Director of Wenzhou Municipal Trademark Agency (part of Wenzhou AIC), Deputy Section Chief of Trademark Administration Section, Section Chief of Foreign Investment Section and Regulation Section of Wenzhou AIC, as well as Director General of the AIC branches at the county and district level affiliated to Wenzhou AIC. During his tenure of office at Wenzhou Municipal Trademark Agency, the agency was awarded "National Top Ten Trademark Agencies". Mr. HU won the honor "Leading Individual in the Nationwide Special Campaign of Combating against IPR Infringement and Distribution & Manufacture of Counterfeit and Shoddy Goods Initiated by the SAIC" in 2011 as a commend of his extraordinary work.

Mr. HU has work experience in both Wenzhou Municipal AIC Bureau and the grass-root AIC branches. He used to contribute to the revision of China Trademark Law and the research of high-profile IPR cases. He used to be the member of China Intellectual Property Society (CIPS).

LANGUAGES

Chinese

EDUCATION

Hangzhou University



DR JURIS HUI HUANG

POSITION

Senior Partner

CAREER

Dr. HUANG Hui is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016.

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.

LANGUAGES

French, English, Chinese

MEMBER

INTA, AIPPI, ACLA, CTA

EDUCATION

BA, China Foreign Affairs University (1986-1990)

LLM, Centre of International Study of Industrial Property (CEIPI) of Robert Schuman University (later known as the University of Strasbourg) (1991-1992)(majoring in intellectual property)

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

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JIANCHENG JIANG

POSITION

Senior Partner

CAREER

Mr. Jiancheng JIANG is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He is the Managing Partner of PEKSUNG IP Ltd.

Mr. JIANG is a well-respected figure in China's intellectual property circle. He embarked on the career of practicing patent in 1987 when he joined a pioneer IP agency of the country, China Patent Agent (HK) Ltd. He served the firm for 16 years consecutively in the capacity of Patent Attorney, Manager of Chemical Department, Deputy Director of Beijing Office and Assistant General Manager.

Mr. JIANG founded in 2003 PEKSUNG IP Ltd. in response to surging client demands and market dynamics. He has been leading PEKSUNG's practice group in tailoring agile, reliable and efficient legal solutions to cater to the intellectual property needs of multinationals and Fortune 500 corporation clients including Bayer, BASF, Allergan, POSCO and Porsche in China.

LANGUAGES

English, Chinese

MEMBER

ACLA, ACPAA, FICPI

MEMBER

B.Sc. in Biochemistry, Peking University (1984)

M.Sc. in Biochemistry, Graduate School of Chinese Academy of Sciences (1987)

Studied the European patent law, particularly the protection of biotechnology-related inventions at the European Patent Office (1993)

Studied US patent law in the USA (1996)

Completed integrated courses of law in Renmin University of China (1999)



YONGJIAN LEI

POSITION

Partner

CAREER

LEI Yongjian is a Partner at Wanhuida Peksung and an attorney-at-law admitted to practice in China.

Mr. LEI has embarked on his career as an IP practitioner since his graduation from the Law School of Peking University in 2008. Before joining in the firm, he used to be a paralegal and later a trademark attorney in a reputed law firm, with his scope of practice covering from trademark application, opposition, review, dispute to administrative enforcement and litigation concerning trademark infringement and unfair competition.

Full exposure to trademark cases of various types has shaped his thoughtfulness and client-oriented philosophy.

Mr. LEI helps many worldwide well-known clients build their trademark strategies. His foreign client portfolio includes magnates from US, Canada, Europe and Japan, covering wide range of industries such as IT, wines, cosmetics, apparel, entertainment, and retail.

LANGUAGES

English, Chinese

MEMBER

INTA, AIPPI, ACLA

EDUCATION

LLM, Law School, Peking University
LLB, School of International Studies, Peking University
BA, Department of English Literature, Peking University

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BIN LI

POSITION

Partner

CAREER

Ms. Li Bin is a Partner in the firm's Beijing Office. She is also the vice director of the Qualification Survey Board of the China Trademark Association 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 WAN HUI DA and practiced as an attorney at law specialized in IP.

Ms. LI has worked for many national and multinational corporations as well as law firms. She mainly engages in 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:

Consulting and executing IP portfolio management as well as 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.

MEMBER

INTA, ACLA

EDUCATION

LLB., University of China Political Science and Law

DR JURIS S. SAM LI



POSITION

Senior Partner

CAREER

S. Sam Li is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He 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

MEMBER

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

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BIN LIU

POSITION

Partner

CAREER

Mr. LIU Bin is a Partner based in the firm's Beijing office, where he has practiced since 2008. He is a trademark attorney practicing since 1992.

Mr. LIU is chiefly engaged in prosecuting trademark for Chinese business magnates and organizing and coordinating IPR administrative and judicial protection programs for oversea clients.

Mr. LIU's practice focuses on administrative and judicial protection for intellectual property, principally enforcement programs for trademark, patent and copyright, as well as copyright & domain name registration. He is also capable of helping the clients building up solid IPR defense in China.

He has supervised multiple highly sophisticated criminal investigations and personally coordinated large varieties of criminal enforcement in Beijing. Through close working relations with the local law enforcement authorities, Mr. LIU managed to defend the clients' rights and interests by help incriminating dozens of counterfeiters and pirates in a dozen of high profile cases. By doing this, he and his team manage to stop infringement at early point and prevent millions of dollars' damage to clients' interests.

Prior to joining in the firm, Mr. LIU has been working as the Partner and the Deputy General Manager of a local mid-sized IP firm.

LANGUAGES

Chinese

EDUCATION

B.Sc., Beijing University of Chemical Technology

LL.M, China University of Political Science and Law



PAUL RANJARD

POSITION

Of Counsel

CAREER

On January 1st, 2008, Paul RANJARD joined WAN HUI DA as Of Counsel.

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. He was elected in 2000 as vice chair, and then co-chair, of the IPR Working Group of the European Chamber of Commerce, a position that he occupies still. Throughout his time in Beijing, Paul RANJARD has cooperated with WAN HUI DA in field actions and academic research.

LANGUAGES

French, English

MEMBER

INTA, ECTA, APRAM

EDUCATION

Paris Law School

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HAIYAN REN

POSITION

Senior Partner

CAREER

REN Haiyan is the Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. She 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 is already 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 named as an "Outstanding Individual" by the World Trademark Review 1000 in 2011, 2012 and 2017. 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 and 2017.

In her 23 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.

LANGUAGES

English, Chinese

MEMBER

INTA, CTA



ANPING SHENG

POSITION

Partner

CAREER

Mr. Anping SHENG is a partner at Wanhuida Peksung and an attorney-at-law. Mr. SHENG works out of the firm's Beijing headquarter, leading the practice team for patent filing, prosecution, administrative litigation and civil infringement litigation. He also advises 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

MEMBER

ACLA

EDUCATION

MBA, Guanghua School of Management, Peking University
LL.B, Peking University Law School

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JACK SU

POSITION

Senior Partner

CAREER

Mr. Jack SU is a Senior Partner of Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He is the Managing Partner of the firm's Shanghai Office and a licensed attorney at law. He is also a member of the Intellectual Property Committee under the All China Lawyers Association and the Expert Committee of Shanghai Trademark Association.

Mr. SU's practice focuses on litigation and arbitration matters pertinent to intellectual property and unfair competition disputes.

Mr. SU has, during his 20-year practice, advised many Chinese business magnates and multinational corporations on the IPR-related contractual disputes, disputes over IPR ownership, infringement disputes, as well as unfair competition litigation and arbitration.

Mr. SU is also an active writer. He co-authors the "Trademark Strategic Management" (Intellectual Property Publishing House) and co-edits the "Trademark Practice Guideline" (China Legal Publishing House).

Mr. Jack SU enters the list of Recommended IP Lawyers of The Asia Pacific Legal 500 2015 editorial, which is launched in October 2014.

LANGUAGES

Chinese

MEMBER

ACLA

Shanghai Trademark Association



LIANG SU

POSITION

Senior Partner

CAREER

Mr. SU Liang is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. He 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.

EDUCATION

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

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TIEJUN TANG

POSITION

Senior Partner

CAREER

Ms. Tiejun Tang is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. 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.

LANGUAGES

Chinese

MEMBER

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

YING XU



POSITION

Partner

CAREER

Ms. XU Ying, is a Partner, Senior Counsel and Trademark Attorney in the firm's Beijing office, where she has practiced since 1999.

Ms. XU's practice focuses on administrative and judicial protection for intellectual property, principally trademark, design patent, copyright enforcement and litigations. In her capacity of Senior Counsel, Ms. XU is specialized in helping the client to build up solid defense of IPR and organizing and coordinating various IPR protection programs.

Ms. XU's practice also encompasses other aspects of intellectual property:

Trademark prosecution, especially those involving disputable issue on whether trademark infringement can be constituted;
Trademark protection, including providing overall protection strategy and coordinating enforcement programs;
Well-known trademark status recognition;
Unfair competition;
Design patent protection and
Copyright protection.

LANGUAGES

English, Chinese

MEMBER

INTA

EDUCATION

LL.B, Capital Economic and Trade University

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MINGMING YANG

POSITION

Partner

CAREER

Mr. YANG Mingming is a partner based in the firm's Beijing Office, and an attorney-at-law admitted to practice in China.

Mr. YANG has been committed himself to trademark prosecution and protection in China since joining in the firm in 2005. He handles on a daily basis all aspects of trademark prosecution and contentious matters, including registration, licensing, opposition, invalidation, administrative litigation and enforcement.

He has advised extensively on intellectual property issues in China, in particular in relation to the building and maintenance of IPR portfolios, stopping trademark squatting, recognition of well-known trademark, contesting provisional refusal, obtaining copyright registration as well as tailoring overall strategic schemes to safeguard IPRs in China.

Mr. YANG excels in assisting the famous international companies to manage their trademark portfolio and to tackle squatting activities in China. He has handled a number of high profile cases in China, including obtaining the well-known trademark status for Häagen-Dazs, Michelin, Essilor and Dumex and stopping the bad faith registrations such as Haager-Dasz, MIQILIN, GFTITLEIST, KODA and IVIAN.

In 2017, Mr. YANG is elected member of the Anticounterfeiting Committee of the International Trademark Association (INTA) for the 2018–2019 term.

LANGUAGES

English, Chinese

MEMBER

INTA, ACLA

EDUCATION

LL.B, Southwest University of Political Science and Law



JASON YAO

POSITION

Senior Partner

CAREER

Mr. Jason Yao is a senior partner of Wan Hui Da Law Firm and 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.

Mr. Yao has handled complex litigations concerning trademark counterfeiting, patent infringement, unfair competition and antitrust issues, and managed programs of brand protection, technology and patent transfer, unfair competition and antitrust compliance. Mr. Yao has also been leading the investigation and enforcement department of the firm and providing clients comprehensive solutions to counterfeiting, infringing and unfair competition issues. He has been highly regarded by his clients for his profound knowledge of intellectual property issues from both theoretical and practical perspectives, his sense of urgency and responsibility, and his comprehensive approach in dealing with complex legal issues.

LANGUAGES

English, Chinese

MEMBER

INTA, ACLA, IACC

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DR JURIS ZHENFU YUAN

POSITION

Of Counsel

CAREER

Zhenfu YUAN is a Juris Doctor, Associate Professor and Associate Dean of the School of Intellectual Property Shanghai University and Of Counsel of Wanhuida Peksung.

He is concurrently Guest Researcher of the Center for Intellectual Property Study of Fudan University, panelist of the Expert Committee of Shanghai Trademark Association, as well as Council Member of Intellectual Property Law Association.

Dr. YUAN is an esteemed figure in the circle of intellectual property. He is listed as one of the "National Intellectual Property Leading Individuals" by China's State Intellectual Property Office in 2014 as a commendation to his academic accomplishments in the field.

He has taken lead in and participated in over 20 research projects launched by the Ministry of Education, State Intellectual Property Office and etc. His works include "Patent Operation and Management", "Trademark Strategic Management: Legal Support of Corporate Brand" and "General Theories of Intellectual Property Law". He has published 60 plus treatise and 60 newspaper articles in prestigious newspapers and periodicals such as "Law Science Magazine" and "Intellectual Property". He is also a columnist for the "China IP Magazine".

Dr. YUAN has rich experience in IP litigation, consulting and management. He has represented dozens of civil and administrative cases, both litigation and non-litigation, involving patent, trademark, copyright and unfair competition.

LANGUAGES

English, Chinese

MEMBER

ACLA, Intellectual Property Law Association, Shanghai Trademark Association, Shanghai Pudong Intellectual Property Protection Association (SPIPPA), Shanghai Law Society, Intellectual Property Association of China (Shanghai) Pilot Free Trade Zone



GUANGYU ZHANG

POSITION

Senior Partner

CAREER

Mr. Guangyu ZHANG is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016.

Mr. ZHANG is a licensed patent attorney and an attorney at law admitted to China Bar, with his technical expertise focusing on microbiology, biotechnology, medical technology and pharmaceuticals.

Mr. ZHANG began his career of practicing intellectual property in 1997, after he had completed his preparation both in science and law. He has been leading PEKSUNG's Practice Group of Biotechnology and Pharmaceuticals for prosecuting and litigating a variety of reexamination, invalidation and infringement disputes, both civil and administrative, in respect of patent and pertinent technology field in China.

Mr. ZHANG has represented the firm's clients in quite a few high-profile cases and managed to deliver desirable results. One of the cases represented by Mr. ZHANG was listed as top 10 cases of the Patent Reexamination Board in 2013 after he won the case for the client in all levels of proceedings.

LANGUAGES

English, Chinese

MEMBER

ACLA, AIPPI, ACPAA

EDUCATION

M.Sc. in Microbiology, Wuhan University (1996)

JM, Peking University Law School (2002)

Studied US patent law in the USA (2005)

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SHUHUA ZHANG

POSITION

Partner

CAREER

Mr. Shuhua (Mark) ZHANG has worked as an IP lawyer since 1998. He has rich experiences in litigating and enforcing various kinds of IP rights in China, particularly for patents and trademarks. He also advises clients on building up and maintaining IPR portfolios and developing IPR protection strategies.

Over the years, Mr. ZHANG has worked on hundreds of matters before courts and administrative agencies, winning many landmark cases and advancing clients' interests. Below is a select list of his cases.

Mr. ZHANG has also published dozens of articles covering a broad spectrum of issues from evidence rules, calculation of damages, conflict of IP rights, construction of patent claims to domain name arbitration.

Mr. ZHANG has been rated Leading Lawyer in the practice of intellectual property by premium legal directory for domestic law firms in Asia-Pacific "Asialaw Profiles" for the year 2016. He has also entered the list of "Leading Intellectual Property Lawyers" in China for the year 2015 released by "China Law & Practice" - a leader in specialized industry news and information. Mr. ZHANG is meanwhile one of the Top 15 IP Lawyers in China rated by "The Asian Legal Business Magazine" and a Recommended Lawyer in the category of Intellectual Property listed in The Legal 500 Asia Pacific 2016 editorial.

LANGUAGES

English, Chinese

MEMBER

ACLA
New York Bar
INTA
AIPPI

EDUCATION

LLM., Stanford Law School
LLB., Peking University
B.A., Peking University



YAN ZHANG

POSITION

Partner

CAREER

Mr. ZHANG Yan is a partner, patent attorney and attorney-at-law in the firm's Beijing office.

Before joining the firm, Mr. ZHANG worked in a prestigious Chinese IP agency, a Chinese law firm and a French law firm. He is fully engaged in judicial and administrative protection of IP especially industrial property in China after joining the firm. He advises clients on IP portfolio management (prosecution, transfer and protection) and integrated protection strategy, and enforces IP protection strategies tailored for clients for maximized utility of IP.

Mr. ZHANG has rich experiences in fighting against IP infringers in China, as well as defending against infringement accusations in the field of patent, trademark, unfair completion, business secret and copyright.

Mr. ZHANG also advises clients on various licensing agreements, as well as corporate issues relating to IP for JV and WFOE of clients; he also provides advices on solution to crisis and risk events for the clients, as well as legal compliance of activities in China.

In recognition of his expertise in the patent field, Mr. ZHANG has been invited to join the advisory group of the third amendment on China's "Patent Law" and the "Implementing Rules of Patent Law" set up by the State Intellectual Property Office.

Mr. ZHANG is listed in the IAM (Intellectual Asset Management) 1000 recommended individuals - transactions (as one of the four winners in China), 2014 and enters the magazine's list of recommended patent lawyers for the year 2011-2013. He also enters the list of Recommended IP Lawyers of The Asia Pacific Legal 500 2015 editorial, which is launched in October 2014.

In January 2015, the administrative enforcement action against the local retailers of parallel import spirits with identifier code removed based on the ground of trademark infringement in Urumchi, in which Mr. ZHANG acted as the lead counsel, is listed "2014 Deals of the Year" (5 IP winning cases in total) of the Hong Kong-based legal media CHINA BUSINESS LAW JOURNAL.

EDUCATION

L.L.M. on International Law, University of International Business and Economics
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CINDY SHU QI ZHEN

POSITION

Partner

CAREER

Cindy Shu Qi ZHEN is a Partner at Wanhuida Peksung, practicing from the firm's Shanghai office since January 1, 2016.

Cindy's practice primarily focuses on litigating intellectual property disputes, planning, formulating and executing brand expansion and globalization strategy, managing IP portfolio as well as advising and executing IP-related protection, defense and enforcement strategy.

Cindy has been practising intellectual property laws since 2000. She used to serve the IP Group of Baker & McKenzie for around 10 years, representing the IP interests of over 30 clients covering wide industry and some Fortune 500 Corporations in various administrative and legal actions, as well as other non-contentious matters.

Cindy later joined Diageo Plc as its Regional IP Legal Director, looking after Diageo's IP matters in Greater China and North Asia. Prior to joining the firm, Cindy served as the IP & Regulatory Legal Counsel for The Hershey Company, overseeing its IP matters in Asia, EU, Middle East and Africa region. In the capacity of in-house counsel of the multinationals, Cindy routinely took a lead in the corporation's global IP projects initiated from the responsible regions and collaborated on a frequent basis, internal and external resources to cater to the corporation's various IP demands.

In 2017, Cindy is elected member of the Enforcement Committee of the International Trademark Association for the 2018–2019 term.

LANGUAGES

English, Chinese

MEMBER

ACLA, INTA

EDUCATION

LLM (US Laws) -- School of Law, Washington University in St. Louis, 2015

LLM (Information Technology Laws) -- School of Law, University of Hong Kong, Hong Kong, 2006

MBA (Marketing) -- Graduate School of Business Management, University of California, Riverside, USA, 1994

LLB (International Laws) -- School of Law, Jilin University, Changchun, China, 1990



JIANHUI ZHENG

POSITION

Senior Partner

CAREER

Ms. Jianhui ZHENG is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016.

Ms. ZHENG began her IP practice in 1996 with her technical expertise focusing on general machines, home appliances, hydraulic control system, cutting tools, mechanical transmission and braking systems.

Ms. ZHENG is a veteran practitioner in prosecuting design patent application, reexamination and invalidation matters. She has been leading PEKSUNG's Practice Group of Mechanics and Electronics and has significant experience in patent reexamination and invalidation procedures, and patent infringement disputes, both civil and administrative in China.

Ms. ZHENG is also an active writer. She authored the "China chapter, Designs: A Global Guide, a supplement to World Trademark Review, 2013-2016".

LANGUAGES

English, Japanese, Chinese

MEMBER

ACPAA, AIPPI

EDUCATION

B.Eng. in Mechanical Engineering, University of Science and Technology Beijing (1996)

LLM, Renmin University of China (2005)

Studied European patent law in Germany(2003)

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SHOUQI ZHONG

POSITION

Senior Partner

CAREER

Mr. Shouqi ZHONG is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016.

Mr. ZHONG is a licensed patent attorney and an attorney at law admitted to China Bar, with his technical expertise focusing on petrochemical, fine chemical, organic chemistry and material fields.

Mr. ZHONG has been practicing intellectual property since 1993, with his practice primarily focusing on patent prosecution and contentious, civil and administrative litigation pertaining to patent and technology-related matters, and administrative enforcement of clients' IPRs in China. Mr. ZHONG has abundant experience in advising clients in respect of patent reexamination, invalidation and litigation cases. He also does opinion work for clients on a frequent basis.

Before joining PEKSUNG in 2004, Mr. ZHONG had served a renowned IP firm of the country for 11 years, firstly as Patent Attorney and later as Vice Head of the department.

Mr. ZHONG has the ability of rapidly identifying intricacy of the entangling legal matters and gives insightful perspectives in a responsive manner. He is equipped with the experience, capacity and language skills to offer the clients strategic and comprehensive legal advice on IPR matters in multiple jurisdictions.

LANGUAGES

English, Japanese, German, French & Chinese

MEMBER

ACLA, ACPAA, LES, AIPPI

EDUCATION

B.Sc. in Chemistry, Beijing Normal University (1988)

MEng in Applied Chemistry, Petroleum University of China (1991)

Studied US patent law in the USA (2002)

Studied EP patent practice in France (2009)



ZHIGANG ZHU

POSITION

Senior Partner

CAREER

Mr. ZHU Zhigang is a Senior Partner at Wanhuida Peksung, a leading Chinese IP service powerhouse formed by the merger of WAN HUI DA Law Firm & IP Agency and PEKSUNG IP Ltd in November 2016. Mr. ZHU is based in the firm's Beijing Office, where he has started practice since 2005. He is also 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 been rated Leading Lawyer in the practice of intellectual property by premium legal directory for domestic law firms in Asia-Pacific "Asialaw Profiles" for the year 2016. He has also entered the list of "Leading Intellectual Property Lawyers" in China for the year 2015 released by "China Law & Practice" - a leader in specialized industry news and information.

In 2017, Mr. ZHU is elected member of the Emerging Issues Committee of the International Trademark Association (INTA) for the 2018-2019 term.

LANGUAGES

French, English, Chinese

MEMBER

INTA, ACLA

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)