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## The Legal 500 Asia Pacific

### 2022

The clients' guide to law firms

#### **CCPIT PATENT AND TRADEMARK LAW OFFICE**

F/10 OCEAN PLAZA  
158 FUXINGMENNEI STREET  
BEIJING 100031

Tel: +86 10 6641 2345

- Intellectual property: PRC firms

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# CCPIT PATENT AND TRADEMARK LAW OFFICE

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## THE FIRM

CCPIT Patent and Trademark Law Office is the oldest and one of the largest full-service intellectual property law firms in China. The firm has 322 patent and trademark attorneys, with 93 qualified attorneys-at-law. Its mission is to render tailored services to clients with high quality, efficiency and reliability in a cost-effective manner. The firm strives to continually improve the reliability and flexibility of its portfolio management system and the effectiveness of its quality control mechanism. It appoints teams of professionals with complementary expertise and organises brainstorming discussions when necessary. Its professionals are encouraged to be both proactive and creative, providing commentary and guidance and creating value-added solutions for its clients.

The firm's reputation for professionalism is widely recognised among peer professionals and clients, both domestically and internationally. Since 1999, it has been ranked among the top Chinese intellectual property law firms in the annual surveys conducted by publisher Managing Intellectual Property and has been nominated time and again as a leading Chinese intellectual property firm by institutes such as Asia Law & Practice, Asia Legal Business, Intellectual Asset Management and Chambers & Partners.

## AREAS OF PRACTICE

Patents: pre-filing consulting; patent prosecution and re-examination; patent administrative litigation; patent searching and analysing; patent invalidation; patent infringement search and analysis; administrative and judicial enforcement; patent licensing and technology transfer; annuities payment; patent and non-patent document search and surveillance.

Trade marks: trade mark registration consulting; trade mark application and review; trade mark administrative litigation; disputes concerning trade mark registration and use; trade mark opposition and invalidation; trade mark licensing, transfer and contract drafting; trade mark renewal; due diligence investigation; trade mark search and surveillance; administrative and judicial enforcement.

Others: copyright and computer software registration; domain name registration and dispute resolution; registration of integrated circuit layout design; recordation of intellectual property with customs; consulting and litigation on trade secret and unfair competition; intellectual property financing and transaction.

#### LANGUAGES

Chinese, English, French,  
German, Japanese, Korean,  
Russian, Spanish

## MAIN CONTACTS

Patents and Trademarks    Chuanhong Long

## STAFF FIGURES

Number of lawyers : 93

## MEMBERSHIPS

AIPPI  
LES  
INTA  
IPO  
BRICS

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## INTELLECTUAL PROPERTY: PRC FIRMS

### Tier 1

“**CCPIT Patent and Trademark Law Office** has a prime position in the Chinese IP market, and is as strong assisting with the commercialisation and management of IP portfolios as it is representing clients in disputes. The firm stands out among its peers for its international office network; in addition to its presence in most of China’s largest cities, the group has an office in Tokyo as well as European and US hubs. As such, numerous multinational companies instruct the team, including leading names from the technology and automotive sectors. Chuanhong Long is one of the names to note, and focuses on patent prosecution, enforcement and licensing. Former firm president Hao Ma retired from full time practice in March 2021.

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