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## The Legal 500 Asia Pacific

### 2022

The clients' guide to law firms

#### **UNITALEN ATTORNEYS AT LAW**

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# UNITALEN ATTORNEYS AT LAW

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## THE FIRM

Since its founding in 1994, Unitalen has assumed its place as China's preeminent, full-service, intellectual property law firm. Our staff, comprising of 700 attorneys, paralegals and law clerks, provides services to our firm's clients from our branch offices in Shanghai, Hangzhou, Wenzhou, Jinjiang, Haikou, Qingdao, Shenzhen, Changsha, Baoding, Chengdu, Zhengzhou, Xi'an, Chongqing, Guangzhou, Changchun, Suzhou, Dongguan, HongKong, Xiamen, Shenyang and Dalian centrally coordinated by our Beijing headquarters.

With many years of practice in this arcane field of law, Unitalen has blossomed into one of China's largest intellectual property law firms, offering a full battery of intellectual property (IP) and other technology services, including procuring, licensing and enforcing IP rights, providing guidance to avoid infringement of existing third-party IP rights. Unitalen has extensive experience in the preparation of patent, trademark and copyright applications. This is amply demonstrated by the sheer volume of our activity in these areas: we file annually more than 10,000 new patent applications and new trademark applications with the Patent and Trademark Offices of the State Intellectual Property Office of the PRC. We further file a significant number of foreign patent applications and trademark registrations every year as well. We are also active in fields ancillary to IP, such as broadcasting, entertainment and sports law. We vigorously represent the interests of our clients before regulatory and administrative agencies and courts.

Unitalen is also proud to offer services which protect and promote our clients' interests by safeguarding trade secrets and know-how. We do this by devising individually targeted strategies for optimizing internal corporate security and human resources management. We have a wealth of experience in technology transfer and non-disclosure and non-competition agreements, which we deploy to maximize the integrity and security of transmission of sensitive information. We further offer our clients counseling regarding trade secrets. Grappling with the thorny issues surrounding the formation and funding of technology enterprises and their interrelationships with venture capital is a mainstay of our practice.

## PRACTICE AREAS

Unitalen is now handling the following business entrusted by domestic and foreign clients in the intellectual property field:

- Patent application and protection involving mechanical, metallurgical, petroleum, chemical, pharmaceutical, biotechnological, foodstuff, light industrial, agricultural, electric, electronic, telecommunication, computers, aeronautic and space engineering, oceanological and geological and other technical fields;
- Filing patent applications, request for re-examination, request for revocation and invalidation of a patent right and other matters;
- Appeal to the people's court on behalf of the client, not satisfied with the decision of re-examination, revocation and invalidation in respect of a patent right;
- Services concerning consultation, investigation, obtaining of evidences, request for administrative mediation, institution of legal proceedings in the court for the interested party;

## LANGUAGES

Chinese  
English  
German  
Japanese  
Korean  
Spanish

- Services on licensing and assignment of patents;
- Services for patent search and market supervision;
- Trademark application and protection;
- Filing trademark applications, request for re-examination, opposition adjudication of disputes and cancellation of improperly registered trademarks;
- Services for licensing and assignment of trademarks;
- Consultation and search service of trademarks;
- Services in consultation, investigation and obtaining evidence for trademark disputes; request for administrative punishment; institution of legal proceedings on behalf of clients;
- Providing infringement supervision service for clients through net work established in the main cities of PRC;
- Other business in connection with intellectual property matters;
- Legal services on copyright protection and registration of computer software;
- Legal services on technical trade, investment, evaluation of intangible assets with respect to consultation, drafting of contract and negotiation.
- Translation of technical documents and other legal documents.
- Verification service of the ISO9000, and the relating legal services of them.
- Practice groups
- Electricity engineering, computer science and telecommunication technology
- Biotechnology, pharmaceuticals and chemistry
- Mechanics
- Trademark, copyright and design
- Litigation and arbitration
- Corporation
- International trade and investment

## MAIN CONTACTS

Electricity engineering, computer science and telecommunication technology  
Electricity engineering, computer science and telecommunication technology  
Mechanics  
Mechanics  
Trademark, copyright and design  
Litigation and arbitration  
Litigation and arbitration  
Corporation  
Corporation

Ms Wei Chen  
Mr Cheng Du  
Mr Yanjiang Wang  
Ms Min Dong  
Mr Ray Zhao  
Mr Yongbo Li  
Mr Yazhou Zhang  
Mr Bradley Yu  
Mr Deshan Li

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## Yingtao He

### **WORK DEPARTMENT**

Trademark Department of Branch Office in Japan-Tokyo

### **POSITION**

Vice-President/Partner/Attorney at Law

### **CAREER**

Mr. He has been engaging in IP work for nearly six years after finishing his study in Japan. He has dealt with a lot of cases of trademark application, transferring, licensing and dispute etc and accumulated extensive practical experience. He has written many analyzing reports and IP protection position paper. He is familiar with the trademark laws and rules of China and Japan. Deeply understanding the Japanese culture, he can provide expert advice on the side of the clients.

### **LANGUAGES**

Chinese, Japanese, English

### **EDUCATION**

Osaka University School of Law

## Ying Huang

### **WORK DEPARTMENT**

Trademark

### **POSITION**

Partner/Trademark Agent/Attorney at Law

### **CAREER**

Ms. Ying HUANG has broad experience in the areas of trademark prosecution and enforcement, including trademark application, review application, opposition, invalidation, trademark assignment recordal, trademark license agreement recordal, review on refusal of international trademark registration, maintenance of trademark right, request for recognition of well-known trademarks and trademark administrative litigation. Prior to joining Unitalen, Ms. HUANG was a trademark attorney in CCPIT Patent and Trademark Law Office for five years and represented clients in a variety of industries. Ms. HUANG visited NEDERLANDSCH OCTROOIBUREAU in 2006, a European Patent and Trademark Law Firm in The Netherlands, to learn community trademark law.

### **LANGUAGES**

English

### **EDUCATION**

Renmin University of China, Master of Law (IP Law)  
Peking University of China, Master of Business Administration  
PLA University of Foreign Languages, Bachelor of Arts

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## Deshan Li

### WORK DEPARTMENT

Patent

### POSITION

Chief Vice President/Partner/Patent Attorney /Attorney at Law

### CAREER

Dr. Li joined a large patent and trademark law firm in 1996. As a patent attorney, attorney at law and director of the Electrical Department of that firm, Dr. Li has been very active in patent procurement and patent enforcement and accumulated extensive practical experience. He has successfully dealt with quite a number of difficult patent prosecution and litigation cases. Dr. Li's practice focuses on the technical fields of image processing, telecommunication, computer science and automation etc. He also counsels clients on patent validity, patentability and infringement issues. In 2007, he joined Unitalen and is responsible for the management of foreign patent business.

He has been actively engaged in patent theory and practice research and published many articles in influential IP magazines, such as "Intellectual Property". He is the co-author of "Chinese Patent Course". In addition, he publishes the translation work, "Business Patent Strategy". He also speaks frequently about the Chinese patent law and practice in international conferences and seminars.

Dr. Li has been invited as a patent law expert by SIPO to join the amendment of the Patent Law and its Implementing Regulations of China. A research group instructed by Dr. Li has conducted extensive study on "Patent Law Treaty" and got high praise from SIPO.

### LANGUAGES

Chinese, English

### MEMBERSHIPS

Director of Chinese Group of AIPPI

Member LES and IPO

Deputy director of patent committee of ACPAA

### EDUCATION

Bachelor of Science in Physics from Peking University in 1989

Master of Science in Physics from Peking University in 1992

Ph.D. in Physics from Frankfurt University in 1996

Master of Law from Peking University in 2002

Trained in a law firm in Washington D.C. in 1999

## Yongbo (Robert) Li

### CAREER

Mr. Robert Li focuses on intellectual property law in China, specializing in international mechanisms of intellectual property protection, being acquainted with IP trial procedures in China and US and novel infringement cases arising from the development of information technology and network. Mr. Li has represented many domestic and multinational clients in litigation and non-litigation cases regarding patent, trademark, unfair competition, trade secret, domain name, network infringement and negotiation of technical contract, etc. Inter alia, Mr. Li pays attention to the study of IPR abuse in the anti-trust field involving multinational companies; he is also familiar with the 337 procedures before the International Trade Commission (USITC) and maintains good relationship and communication with IP attorneys and experts abroad.

Mr. Li has profound expertise in Chinese IP litigations and has participated in many trademark infringement and unfair competition cases, including the trademark infringement and unfair competition cases for Lafite and Jianghuai Automobile (JAC), both being selected as one of the Ten IP Case of 2011 by the Supreme People's Court; the patent infringement and trade secret case for Ashland, which has been settled with damages in the amount of 22 million RMB for the client; the trademark infringement and unfair competition case for Louis Vuitton Malletier (LV), in which damages was granted in the amount of 2 million RMB for the client and the case has been selected as one of the Ten IP Cases of 2011 by Guangzhou Intermediate People's Court; the serial IP litigations for Montagut and Tensar, which were typical and influential; inter alia, Montagut vs. Guangzhou Mengjiaogongzi has been selected as one of the Ten IP Cases of 2006 by the Beijing High People's Court.

### LANGUAGES

Chinese, English

### MEMBERSHIPS

McCarthy Institute for Intellectual Property and Technology Law Fellow, Chinese Affiliate; International Trademark Association (member of and INTA Dilution and Well-Known Marks; Committee (2008-2009) and INTA China Trademark Office Practice Subcommittee (2006-2007, 2008-2009)); Bar Association of Beijing; Senior Associator of China Intellectual Property Society (CTPS); All China Lawyers Association; American Bar Association; American Intellectual Property Law Association

### EDUCATION

LL.M., University of San Francisco School of Law (2008) (Intellectual Property & Technology Law)

LL.M., Institute of Continuing Education, Graduate School, Chinese Academy of Social Sciences (2006) (Intellectual Property Law)

LL.B., Tianjin University (1999) (Economic Law)

B.S., Tianjin University (1999) (Science Bachelor in Chemistry)

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## Chunhui Li

### CAREER

Mr. Li began conducting researches on laws, regulations and policies concerning IP management in 1997. He ever translated some IP-related contents in FAR, DFARS and USC and participated in an IP-related research, which was awarded a third prize in 2000 by the PLA. He also participated in drafting or amending some regulations such as Regulation on National Defense Patent. Mr. Li was also a patent examiner and a part-time military lawyer, and had accumulated extensive experience on patent examination and legal theory and practice.

Mr. Li joined one of the patent law offices in China in 2001 and obtained very rich experience on patent drafting, patent translation, responding to Office Action, patent re-examination and invalidation, patent validity litigation and infringement litigation, as well as patent procurement before EPO, JPO and USPTO. Most of his clients are 500 Fortune companies and his service got high praise from the clients. Mr. Li's practice focuses on the technical fields of computer hardware and software, semiconductor technology, communication, data (including image, video and audio) processing, display device, medical device, geological exploration, mining, and etc.

In 2005 and 2006, Mr. Li was a main member of a research group invited by the SIPO to conduct a research on the Patent Law Treaty. The research fruit got high praise from the SIPO.

### LANGUAGES

Chinese, English and French

### MEMBERSHIPS

Member of All China Patent Agents Association

### EDUCATION

Bachelor of Science from Peking University in 1996

Bachelor of Law from Peking University in 1997

Trained in a law firm in Munich in September of 2003

Trained in an EU-China Training Course on Judgement of Patent Infringement in 2006



## Wei Wei

### **WORK DEPARTMENT**

Trademark

### **POSITION**

Partner/Attorney at Law

### **CAREER**

Before joining Unitalen, Mr. Wei worked in Beijing's large IP firm, IP department of law firm and legal department of Japanese corporation, mainly in charge of consultancy for IP law, IP-related litigations, contract negotiation, draft and review and miscellaneous corporate legal consultancy, etc. He offered legal services to many Japanese companies, accumulating profound professional knowledge and practical experiences. He also published many articles on Japanese law journals.

### **LANGUAGES**

Chinese English Japanese

### **EDUCATION**

Bachelor of Law, Faculty of Law, Kyushu University

Master of Law, Faculty of Law, Kyushu University

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## Shuchen Wu

### WORK DEPARTMENT

Patent

### POSITION

Partner/Patent Attorney/Attorney at Law

### CAREER

Wu Shuchen started to work in the State Intellectual Property Office in 1999. He has been engaged in examination for more than ten years in the Patent Reexamination Board in which he has examined lots of patent application and patent reexamination cases and has undertaken a number of patent invalidation and administrative litigation cases. He has ever been evaluated as excellent civil servant of the State Intellectual Property Office for successive 3 years. He has been to European Patent Office to study European Patent Law and European patent examination and patent retrieval with rich experience in retrieval, examination, reexamination, invalidation and patent litigation.

Before joining in Unitalen Attorneys at Law, Mr. Wu held the position of researcher at Deputy Department Director level and group leader of panel in the Patent Reexamination Board. He has undertaken significant and difficult reexamination, invalidation and administrative litigation about patent for many times; with rich training experience, he acted as training supervisor of examiner of the State Intellectual Property Office, leader of teaching team and training supervisors concerning foreign affairs and training supervisor of the leader of the panel of reexamination team for many years; Mr. Wu acted as a lecturer of China in EPO-SIPO Joint International Training Seminar in 2004; and as the first training supervisor concerning foreign affairs of the State Intellectual Property Office, he has ever provided training about patent knowledge for officers from Korea, Vietnam, Pakistan, Thailand and Mongolia in English. Mr. Wu also acted as the teaching lecturer of the examination training class (in Beijing) of national patent agent in 2008.

In 2009, Mr. Wu joined in Unitalen and focused on patent application, re-examination, invalidation, litigation and IP consultancy service.

### LANGUAGES

Chinese, English

### MEMBERSHIPS

Member of China intellectual property research association

### EDUCATION

Wuhan University, Bachelor of Engineering

Huazhong University of Science and Technology, Bachelor of English for Science and Technology

Renmin University of China, Master of Law

In 2004, European patent law study in European Patent Office (German)

## Yazhou Zhang

### POSITION

Partner/Attorney at Law

### CAREER

Mr. Zhang is very good at handling difficult and complex cases in litigation fields of trade mark, copyright (computer software, protection of music and audiovisual products), unfair competition (protection of famous commodity and commercial secrets), and has accumulated rich experience in lawyer's profession. Mr. Zhang has made efforts to safeguard rights and defused disputes by handling lots of intellectual property cases based on spirits of integrity, respect and friendliness. Since 2009, six IP cases represented by Zhang Yazhou have been selected by the Supreme Court as one of the top ten IP cases of the year, and several other cases have been selected by provincial high courts as one of the top ten IP cases of the year.

In October of 2009, Mr. Zhang attended the "Lecture of Execution of Civil Right" held together by Agency for Cultural Affairs, Government of Japan and Japan External Trade Organization (JETRO) in Tokyo upon the invitation of JETRO and gave speech about Legal Issues Involved in Network Copyright Infringement of China; in February of 2012, Mr. Zhang attended the "Intellectual Property Salon and the 134th INTA Annual Meeting in Washington" to participate in the discussion about Issues on Trademark Infringement and Determination of Liability for Damages of Vendors upon the invitation of INTA (International Trademark Association); in September of 2013, Mr. Zhang gave speech about China's legal issues involved in typical cases of litigations about trademark infringement in recent years in Seoul upon the invitation of Korea Invention Promotion Association (KIPA).

Mr. Zhang also successively published many articles on various professional journals, magazines and newspapers, including Several Issues on Assessment of Damages in Trademark Infringement Cases, Observation on Application of Article 5.2 of Anti-Unfair Competition Law from Special Package and Decoration of Well-known Goods "FERRERO ROCHER" Chocolate, On Relevant Issues regarding POCO Software (P2P Software), Introduction on Legal Mechanism on Protection of Audiovisual Products in China, Analysis on Protection of Bona Fide Third Party in Transfer of Technical Secrets.

### LANGUAGES

Chinese English

### MEMBERSHIPS

Trademark Law Subcommittee of BEIJING LAWYERS ASSOCIATION  
China Intellectual Property Research Association

### EDUCATION

LL.B., Gansu Institute of Political Science and Law; LL.M., Graduate School of Chinese Academy of Social Sciences; Expert of the Supreme Court intellectual property case guidance research (Beijing) base advisory committee; Legal consulting and argumentation expert of sichuan administration for industry and commerce

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# Lei Zhao

## WORK DEPARTMENT

International Trademark Department

## POSITION

Senior Partner/Attorney at Law/Trademark Agent

## CAREER

Ray Zhao joined Unitalen in 2002 and began to engage in confirmation, authorization and rights protection of IP rights. As a senior partner of Unitalen, he successively served as the Director of the Legal Department and the Director of the International Trademark Department, personally handled or guided other lawyers and agents to handle a large number of IP cases, and accumulated profound theoretical knowledge and practical experience. He is good at solving trademark disputes and trademark infringement problems through administrative and judicial procedures, and has successfully dealt with many quite difficult litigation and non-litigation cases.

Ray Zhao has handled series cases related to IP right confirmation and IP infringement of many domestic and foreign multinational companies. He has also served as a perennial IP consultant for many famous listed companies, providing strategies and legal advices related to IP rights. Several cases managed by Zhao Lei were rated by provincial high courts as the top ten intellectual property cases of the year. He has been awarded the Outstanding Individual Lawyer in China by WTR for many years for his outstanding performance in solving complex, difficult and non-litigation IP cases. He was selected as Foreign-related Attorney Talent Pool by Beijing Lawyers Association.

As an expert in trademark law, Zhao Lei participated in the third amendment of China's Trademark Law and implementation regulations at the invitation of The State Trademark Office of China, and participated in the discussion of laws and regulations of the State Intellectual Property Office for many times. Zhao Lei has also delivered keynote speeches at large seminars organized by many international associations and governments, including INTA, ECTA, FICPI and AIPPI in China, systematically introducing China's intellectual property system.

## LANGUAGES

Chinese English

## MEMBERSHIPS

Mr. Zhao Lei is a member of many international organizations, such as MARQUES, AIPPI, INTA, ECTA and FICPI. He is also a member of All-China Lawyers Association, China Intellectual Property Research Society and China Trademark Association (CTA).

## EDUCATION

Master of Laws, University of San Francisco

Master of Laws, China University of Political Science and Law

Bachelor of Laws, Northwest University of Politics and Law

## Xinyan Zhou

### **WORK DEPARTMENT**

International Trademark Department

### **POSITION**

Partner/Attorney at law/Trademark Agent

### **CAREER**

Xinyan Zhou worked as a legal counsel in a domestic company after graduated in 2000. In 2003, she started to serve in Unitalen, handling domestic trademark matters. Since 2005, her practice has been focusing on all aspects of outgoing trademark protection and extending to copyright, domain name, and unfair competition. She has in providing various strategic advices to obtain and protect client's trademark right as well as resolves disputes.

To provide a high-quality of service to domestic companies, Xinyan insists a role of professional participant in every stage of outgoing trademark process instead of "message passer" that the traditional attorneys played. She keeps taking an active part in all trademark-related events, visiting international well-known IP provider, and contacting with IP counsels from international companies in order to maintain a sagacious perception.

### **LANGUAGES**

Chines, English

### **MEMBERSHIPS**

Member of All China lawyer Association

Member of International trademark Association (INTA)

### **EDUCATION**

Master of laws, University of San Francisco (LLM, 2016)

Bachelor of laws, Lanzhou University of Finance and Economics (LLB, 2000)