



Emily ZHANG

• Trademark Attorney

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OVERVIEW

Emily has been engaged in providing legal services in respect of all areas of intellectual property since 2007. Emily concentrates her practice in trademark and unfair competition lawsuits, IP strategy counseling, overseas IP prosecution and enforcement, trademark prosecution, trademark opposition, trademark invalidation, well-known trademark recognition.

Emily has rich experience in trademark enforcement and IP strategy counseling. Emily has been providing legal services for many Global 500 companies and has received extensive recognition. Emily has been involved in dealing with many IP related cases, including the trademark invalidation case in respect of a famous automobile brand; a trademark infringement lawsuit involving a leading elevator enterprise; a trademark infringement and unfair competition case involving a global leading hotel brand; a trademark infringement lawsuit involving a global renowned cosmetic brand; and a trademark infringement lawsuit involving a national famous IT company.

Emily has published many articles, such as Who Moved This Piece of Cheese? Jin Ri Tou Tiao?; The lifetime story of Kuaibo; Analysis on Robots Agreement from the unfair competition case filed by Baidu against 360; Determination on Geographic Indication Trademark Infringement and Rights Conflict. Also Emily has co-written an article entitled with Classification and Analysis on Internet Unfair Competition Typical Cases.

EDUCATION AND TRAINING:

Master of Law. Renmin University of China

B.S. Renmin University of China (Intellectual Property Law)

B.S. Anhui Normal University of China (English)

WORKING LANGUAGE

English, Mandarin
