



Hongliang MA

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OVERVIEW

Hongliang MA concentrates his practice in trademark legal services after graduating from Minzu University of China in 2007. He joined NTD in 2012 and has eighteen years of working experience so far. Before joining NTD, he served as an assistant Examiner of the former Trademark Review and Adjudication Board from 2008 to 2010, and served as the deputy leader of the fifth review group. He has received comprehensive training on professional and systematic trademark review and adjudication cases, and is familiar with the trial standards of trademark review and examination work, and can provide clients with more precise legal opinions and suggestions.

Mr. MA passed the National Legal Vocational Qualification Examination in 2007 and obtained the Lawyer's License in 2009. So far, Mr. MA has represented tens of thousands of trademark administrative confirmation and authorization cases, tried thousands of various trademark review cases, and represented hundreds of administrative litigation cases. Mr. MA was selected into the talent pool of foreign-related lawyers of Beijing Lawyers Association in 2023. In 2022, Mr. MA passed the Examination for Intermediate Intellectual Property Professional of PRC and has been awarded the "Star Trademark Attorney" by CTA. The opposition case on trademark for "SENCONNY" No. 22702459 handled by Mr. MA was selected as an excellent trademark case of 2019-2020 by CTA in 2020.

EDUCATION AND TRAINING:

- Bachelor of Law and Economics, Minzu University of China

PROFESSIONAL AFFILIATIONS:

- Member of All China Lawyers Association
- Member of China Trademark Association

WORKING LANGUAGE

English, Mandarin

REPRESENTATIVE CASES:

- Representing Chemours and successfully won the first-instance administrative litigations of review on refusal cases of trademarks "POWERED THROUGH NAFION" (2024);
- Representing MIHARA, YASUHIRO and successfully won multiple trademark opposition and invalidation declaration cases (2020-2023)
- Representing DuPont and successfully won invalidation declaration cases, non-use cancellation cases, the first-instance and the second-instance administrative litigations of trademarks "Kevlar" (2021);
- Representing DUNLOPILLO and successfully won the invalidation declaration case of

trademark "邓禄普" and maintained its registration (2021);

- Representing Saucony and successfully won the opposition case of trademark "圣康尼 SENCONNY" No. 22702459 (2019-2020 National Excellent Trademark Cases Awards);
- Representing DuPont and successfully won multiple opposition cases and recognized "DuPont/杜邦" trademarks as well-known (2020);
- Representing C.UYEMURA & CO., LTD. and successfully won the second-instance administrative litigations of review on refusal cases of trademarks "NANOSEALER" and "NANOMOVER" (2020);
- Representing Nippon Steel Corporation and successfully won the review on refusal case of trademark "Nippon Steel in Chinese" and overcome the refusal issue of lack of trademark distinctiveness (2020).

AWARDS:

- On the List of International Lawyers Talent Pool of Beijing Lawyers Association (2023)
- Passed the Examination for Intermediate Intellectual Property Professional of PRC in 2022
- 2022 Star Trademark Attorney elected by China Trademark Agency Association
- 2019-2020 National Excellent Trademark Cases Awards in 2020 elected by China Trademark Agency Association
- 2009 Outstanding Communist Youth League Member of the State Administration for Industry and Commerce

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