



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 sixteen 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 represented 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 DuPont in the administrative litigation of "Kevlar" invalidation case and the administrative litigation of "Kevlar" review of non-use cancellation case, won the first instance and the second instance both (2021);
- Representing Saucony for the opposition case of trademark "圣康尼SENCONNY" No.

- 22702459 (2019-2020 National Excellent Trademark Cases Awards);
- Representing DuPont in opposition cases wherein recognized "DuPont" trademark as a well-known trademark (2020);
 - Representing C.UYEMURA & CO., LTD. in the administrative litigations of "NANOSEALER" and "NANOMOVER" trademark refusal reviews and won in the second-instance (2020);
 - Representing Nippon Steel Corporation in the "Nippon Steel in Chinese" trademark refusal review and successfully overcome the refusal of lack of trademark distinctiveness and won the case (2020);
 - Representing RYOHIN KEIKAKU CO., LTD. to win multiple trademark invalidation cases (2017);
 - Representing NATIONAL ENTERTAINMENT COLLECTIBLES ASSOCIATION INC. in the administrative litigation cases for "REEL TOYS" refusal review in both the first and second instances (2016);
 - Representing DuPont to win multiple trademark administrative litigation cases in Beijing Higher People's Court (2016).
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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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