



Jenny HUANG

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OVERVIEW

Jenny is specialized in legal services related to intellectual property, unfair competition, data protection, corporate compliance, and other fields. Since joining NTD in 2014, Jenny has represented numerous domestic and international clients in handling brand protection strategies and full-process protection of brand operations, including trademark administrative litigation, trademark civil litigation, administrative enforcement, trademark transfer and negotiation, domain name disputes, customs protection, commercial franchising, and commercial arbitration. Many of the cases handled by Jenny have been selected as typical/excellent cases by institutions such as the Beijing Higher People's Court, China Trademark Association, Beijing Trademark Association, and Beijing Xicheng District Lawyer Association. Meanwhile, she has successfully overturned several civil cases in the retrial procedures. Her diligent and professional spirit and rich experience in litigation and arbitration have been recognized by many clients.

EDUCATION AND TRAINING:

- Jurist Master, Renmin University of China
- Bachelor of Science, Minnan Normal University

QUALIFICATION:

WORKING LANGUAGE

English, Mandarin

REPRESENTATIVE CASES:

- Represented an internationally renowned sports brand in a civil lawsuit against the defendant for partial comparisons and false advertising through social media platforms such as Douyin (Chinese version of TikTok), and successfully obtained a high compensation of RMB 4.1 million and required the defendant to withdraw and cancel over twenty maliciously registered trademarks.
- Represented Huawei in a lawsuit against a kitchen and bathroom product manufacturer in Guangdong for trademark infringement and unfair competition. Successfully persuaded the judge to recognize Huawei as a well-known trademark and obtained a high compensation of RMB 5.16 million.
- Represented a client in a retrial with the Jiangsu High Court for a trademark infringement civil case lost in the second instance, and successfully overturned the second-instance judgement.
- Represented a client in a retrial with the Supreme Court for a trademark infringement civil case, and successfully overturned the second-instance judgment.
- Represented an international fashion sports brand in a trademark infringement lawsuit

against the defendant, and successfully persuaded the court to fully support the compensation of RMB 3 million.

- Represented an internationally renowned sports brand in a civil lawsuit against the defendant for the production and sale of infringing sunglasses, and successfully reversed the unfavorable situation in the trademark invalidation dispute procedures and pursued the judge to uphold our claim of the infringement. This case was recognized as an outstanding case in Xicheng District, Beijing in 2024.
- Represented the client to file a retrial with the Supreme Court on trademark infringement litigation and successfully overturned the second instance judgment ;
- Represented a global chemical company to file a trademark infringement and unfair competition litigation in Foshan, Guangdong, which was awarded as the excellent Trademark Case of 2019-2020 by China Trademark Association ;
- Represented a famous Korean health care product company in a trademark administrative litigation and successfully made the company's trademark recognized as a well-known trademark in China for the first time. The case was included as an excellent case concerning foreign affairs by Beijing Lawyers Association ;
- Represented a trademark infringement litigation in the second instance involving parallel import on behalf of the client and successfully overturned the judgment of the first instance ;
- Represented an unfair competition litigation on behalf of a client, and successfully rejected the other party's lawsuit in the first instance ;
- Represented the client to invalidate a trademark squatting by a malicious party in the retrial at the Supreme People's Court ;
- Assisted a South Korean company in the administrative investigation and punishment of a Yiwu infringing company, and promoted the case into a civil lawsuit and won the lawsuit comprehensively;
- Assisted BASF in the administrative investigation and punishment of a Shandong company, which registered "GERMANY BASIFU CHEMICAL Co., Ltd." In UK, and used "UK-BASF" or "德国巴斯夫" on fertilizer products, and finally successfully forced the other party to remove the infringing sign "德国巴斯夫化工有限公司" ;
- Provided intellectual property legal services for several listed sports brand, including trademark infringement litigation, brand protection consulting, compliance consulting, etc. ;
- Assisted several US companies in the customs protection in China, including customs filing, customs seizure, investigation, adding/updating whitelist, customs training, etc.

AWARDS:

- On the List of International Lawyers Talent Pool of Beijing Lawyers Association (2023)

SELECT SEMINARS & EVENTS:

- Made the speech of "Bad-Faith IP Complaint on E-commerce Platform" in 2019 AIPPI China Youth IP Seminar.

SELECTED PUBLICATIONS:

- *2 Discussion on Some Issues in Judicial Application of Reverse Confusion*, published on Zhichangli wechat public account in September 2018
- *Two Thoughts on Confirming Non-infringement Litigation in Domain name Disputes*, published on Zhichangli wechat public account in January 2019
- *The Risk that you cannot get rid of by removing the Trademark*, published on NTD Intellectual Property wechat public account in January 2020
- *Prevention of Legal Risks in Trademark Transfer*, published on NTD Intellectual Property wechat public account in March 2020
- *Principles of Situation Change in the Field of Trademarks*, published on NTD Intellectual Property wechat public account in May 2020

- *Want to start franchising in China? The knowledge you should know*, published on NTD Intellectual Property wechat public account in July 2020
- *What do we know about the Legal Risks of Implicit Marketing in Sports Events*, published in Fashion Designer Magazine, Vol. 02-03, 2022
- *Study on the path of enforcement action for fashion design under the perspective of China Anti-Unfair Competition Law*, published on Journal of China Trademark Association on Aug. 29, 2023
- *Network crawling of open data, how should enterprises "take in the right way and use in the proper degree"?*, published on Zhichangli wechat public account on Dec. 28, 2023
- *Conflict of Pseudo Trademark Registration Rights - Focusing on the Scenario Where the Alleged Infringing Mark Obtains Trademark Registration After the Implementation of the Alleged Infringing Act," China Trademark Magazine, Issue 6, 2024*

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