



Lily FU

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OVERVIEW

Ms. Fu has been engaged in legal services such as intellectual property litigation, licensing and strategy consulting, commercial contract disputes, and corporate compliance since 2000 and has handled nearly 6,000 legal cases. She is insightful of the nature of business and adept at providing effective analysis and professional advice from the standpoint of client. Ms. Fu is of an active nature and fond of learning, innovative and strong-minded, and does not give up in the face of challenges and difficulties. She has represented many difficult and complex cases, and has obtained satisfactory results for clients and earned the respect of judges and fellow lawyers. As a team leader, Ms. Fu is willing to share her experience with young colleagues to inspire them to keep a pioneering spirit, blazing new trails. Passionate and committed to her mission, she is an active contributor in a number of industry organizations, providing expertise and support to the development of intellectual property laws and policies worldwide.

She has provided services to clients across the United States, EU, South Korea, China and other countries and regions, covering artificial intelligence, industrial software, internet, e-commerce, biomedicine, chemicals, fashion products, daily necessities and many other industries, and earning herself the recognition by many Fortune 500 companies as “wise, communicative, conscientious and trustworthy”.

EDUCATION AND TRAINING:

- Master of International and Transnational Law, Chicago-Kent College of Law
- Master of Economics, China University of Political Science and Law
- Bachelor of Laws, China University of Political Science and Law

PROFESSIONAL AFFILIATIONS:

- Co-Vice Chairman of AIPPI Global Digital Economy Committee, Chairman of China Branch of Digital Economy Committee
- Member of INTA Parallel Imports Committee
- Member of China Academy of Arbitration Law
- Member of Contract Law Committee of Beijing Lawyers Association

WORKING LANGUAGE

REPRESENTATIVE CASES:

Trade Secret:

- Represented a listed company in a trade secret infringement lawsuit against its partner for the malicious competition, recovered significant economic losses for the client;
- Represented the subsidiary of a U.S. Corporation in China filing a trade secret infringement lawsuit against its employee, and the Suzhou Intermediate Court upheld the plaintiff's claims;
- Provided trade secret protection consulting for many listed companies, improved the trade secret protection system and management regulations, and provided trade secret protection training;

Intellectual Property Contract Disputes:

- Represented a well-known state-owned enterprise in a lawsuit filed by its partner for bad-faith termination of a technical cooperation contract, successfully persuaded the judge to reject all of the plaintiff's claims;
- Represented a professor at Tsinghua University in an action of breach of contract against a Zhejiang company that breached certain Patent Cooperation Agreement in bad faith, and succeeded in obtaining a ruling rendered by the Supreme People's Court upholding the judgment of Hangzhou Intermediate People's Court, whereby the professor managed to terminate the cooperation agreement and recovered his patent rights, remuneration and entitlements;
- Represented a game copyright licensor in a civil lawsuit against a game operator for violating a cooperation agreement and for refusing to pay commissions for years, and succeeded in forcing the other party to pay the commissions and to settle on reconciliation;

Trademark Infringement and Anti-unfair Competition:

- Bayer Healthcare Co., Ltd. v. Venturepharm Pharmaceuticals (Hainan) Co., Ltd. Unfair Competition Dispute was selected into the 2023 Top 10 Intellectual Property Typical Cases by Beijing Xicheng Lawyers Association;
- Represented a well-known Internet company to respond a domain name ownership dispute litigation initiated by a cybersquatter, successfully persuaded Beijing Internet Court and Beijing Intellectual Property to reject all the litigation claims of the cybersquatter;
- Represented a foreign company to file lawsuits to the Beijing Intellectual Property Court against three trademarks applications rejected by the CNIPA on the basis of absolute grounds, and were upheld by the Beijing Intellectual Property Court;
- Represented a foreign company to file complaint against a repeated trademark squatter to local Market Supervision Administration, the MSA imposed administrative penalty on the squatter according to a number of invalidation decisions issued by the CNIPA;Assisted a number of well-known enterprises in formulating strategic guidelines, engaging in negotiations and drafting agreements on matters such as brand alliances and licensing;
- Represented a well-known Chinese enterprise filing a trademark infringement and unfair competition lawsuit against a repeated infringer. The Guangzhou Intellectual Property Court upheld the plaintiff's claims, recognized that the plaintiff's trademark constitute well-known trademark, and ruled the defendant to compensate RMB 5 million and actual

expenses to the plaintiff;

- Represented a well-known US company in a difficult and complicated civil lawsuit involving specialized knowledge of the foreign trade industry against a cross-border e-commerce platform for malicious importation of infringing footwear products and received full support of Hebei High People's Court;
- Represented a well-known German enterprise in a lawsuit against a number of enterprises that committed trademark infringement and unfair competition, and succeeded in forcing the other parties to stop the infringement and pay high economic losses;
- Represented a well-known South Korean enterprise in an administrative litigation against trademark preemptive registration on which the Beijing High People's Court ruled that the client's trademark is a well-known trademark and that the preemptively registered trademark should be invalidated;
- Represented a number of foreign-related enterprises in reliance of criminal measures to successfully stop the production, sale, import and export of counterfeit and shoddy products in China;

Digital Economy and Data Governance:

- Provide data protection and cross-border data transfer solutions for a number of well-known foreign enterprises operating websites in China;
- Provide data security incident response services to a number of technology companies;
- Provide privacy compliance consulting in multiple jurisdictions for platform enterprises

Compliance:

- Acting as legal counsel for a number of well-known enterprises to provide legal advice in many areas such as anti-unfair competition law, e-commerce law, advertising law, consumer rights protection law, product quality law, etc.

AWARDS:

- 2023-2025 WTR 1000 Recommended Individual
 - 2023 AIPPI China Outstanding Contribution Award
 - Selected as the Outstanding Female Lawyer 2019-2022 by Beijing Xicheng Lawyers Association
 - Talent Pool of Lawyers of the Year of 2021 Specialized in Foreign-related Legal Matters of Beijing Lawyers Association
 - Selected as a Top 50 lawyer on the 2nd List of National Outstanding Intellectual Property Lawyers in 2020
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