



## Ruichun ZHAO

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- Trademark Attorney
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### OVERVIEW

Ms. Zhao started her career in intellectual property since 2001 after graduated from Jilin University, focusing on Japanese client's IP matter in China.

Joined NTD in 2008. Ms. Zhao concentrates her practice in trademark application, opposition, invalidation, cancellation, assignment, license, litigation, complaint as well as IP consultancy, contract drafting and review.

In her almost 20 years practice, Ms. Zhao has handled thousands of trademark applications and hundreds of trademark contentious cases. She accumulated rich practical experience in solving complicated trademark disputes in China, especially for Japanese clients.

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### EDUCATION AND TRAINING:

- 1990-1994, Jilin University, Department of Foreign language, B.A.
- 2001-2004, Training in China University of Political Science and Law

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### PROFESSIONAL AFFILIATIONS:

- Attorney-at-Law since 2007
- Member of All China Lawyer Association

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### WORKING LANGUAGE

Japanese, Mandarin

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### REPRESENTATIVE CASES:

- Representative of ARS CO., initiated a trademark infringement against a Taiwan-funded enterprise, and won the lawsuit, which was supported by the supreme court.
  - Representative of SNOW PEAK, INC., initiated trademark oppositions against a person, and won the administrative lawsuits.
  - A patent invalidation dispute regarding an invention by selection for a stainless steel represented by Frank Mu & Zhao is selected as one of the 50 classic IP cases by Supreme Court in 2013, and also one of the top 10 IP cases by Beijing courts in 2013.
  - Successfully represent LG HOUSEHOLD & HEALTH CARE LTD. in many trademark disputes such as oppositions, invalidation and so on.
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## **SELECT SEMINARS & EVENTS:**

- 2021.8 Gave online lecture about "how to protect your Brand in China" held by Japan OBDA (Osaka Business Development Agency) Shanghai Office, to more than 60 Japanese enterprises and firms.
- 2019.9 Attended in the Japanese Trademark practice Seminar jointly organized by the CTA and the JPAA.
- 2018.8 Gave lecture about "Trademark Registration and Protection Strategy" held by Quzhou Federation of Industry and Commerce in Zhejiang.
- 2017.11 Gave a lecture about "China's Trademark practice" held by the Invention Association of Iwate, Japan.
- 2016.3 Worked as an interpreter with JETRO and JIPA visited the Ministry of Commerce of China.
- 2015.2 Served as an interpreter in the training on "Countermeasures for Patent infringement in China" organized by the Japan Mining Association.

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