

JIEQIONG (JASMINE) ZHANG

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PRACTICE AREA

MS. ZHANG'S PRIMARY PRACTICE AREAS COVER IP AND UNFAIR COMPETITION LITIGATION, TRADEMARK AND COPYRIGHT ENFORCEMENT, AND TRADEMARK PROSECUTION.

Education

- East China University of Political Science and Law, School of IP Law, LL.M.
- East China University of Political Science and Law, School of IP Law, LL.B.

Professional Qualification

- Admitted to practice in the PRC

Work Language

- Chinese
- English

REPRESENTATIVE MATTERS AND CASES

IP Litigation (Soft IP)

- Represented Ralph Lauren in obtaining the first well-known trademark recognition in trademark infringement litigation
- Represented a US apparel company against a copycat in a trade dress infringement case before the Shanghai Putuo District Court
- Represented Sony in defending against trademark infringement claims in Shenzhen Intermediate Court and in related administrative lawsuits in Beijing IP Court
- Represented Evian in obtaining favorable court judgment in litigation over trade dress infringement and copyright infringement in Shanghai
- Represented a renowned domestic video platform in defending against a copyright infringement claim in the Shanghai Pudong District Court
- Represented a renowned domestic video platform in obtaining a favorable ruling of jurisdictional challenge in defending against a copyright infringement claim in the Guangzhou IP Court
- Represented a renowned domestic mobile phone manufacturer in its internet unfair competition claims in the Shanghai Pudong District Court
- Represented a UK entertainment company in a copyright infringement lawsuit before the Shanghai Huangpu District Court
- Represented a Lithuanian internet company in obtaining a favorable judgment and trademark opposition rulings before the Tianjin Heping District Court and before other trademark administrative bodies
- Advised a US gaming company in obtaining a favorable 1st instance judgment in its copyright infringement claims before the Chongqing First Intermediate Court
- Represented a US pharmaceutical company in obtaining dismissal of all plaintiff claims in a trademark lawsuit in Guangzhou
- Represented a hospitality enterprise in obtaining a settlement in a trademark infringement dispute filed against it in the Beijing Chaoyang District Court

IP Advisory

- Advised a renowned domestic mobile payment company on unfair competition issues in its marketing activities

- Advised a UK pharmaceutical company on its transaction in China
- Advised Solvay on IP licenses and reviewed contract terms in its transactions in China
- Advised a US private equity firm on trademark co-existence, drafted legal documents, and attended negotiations
- Advised a German automation company on trademark transfer and licensing in multiple jurisdictions and drafted the trademark transfer and licensing agreements
- Advised a UK liquor company on registering a technology export agreement with the Shanghai Pudong Committee of Commerce
- Advised a Singaporean catering company on franchise recordal

Trademark Prosecution

- Advised a US home furniture company, a Turkish food company, a Singaporean catering company and a Swedish cosmetics company on trademark prosecution and brand protection and on related trademark and anti-counterfeiting administrative investigations, actions and raids
- Represented Braun in obtaining favorable judgments in trademark administrative litigation

Design Patent Disputes

- Represented a world-famous French luxury company, an Italian furniture company, and a Singaporean furniture company in their design patent infringement and invalidation proceedings and in related administrative appeal proceedings

Domain name

- Represented a US backpack manufacturer in a domain name dispute before the WIPO Arbitration and Mediation center and obtained a ruling to have the infringing domain name transferred to the manufacturer
- Advised a German paint company in its domain name dispute at the Asian Domain Name Dispute Resolution Center and obtained a ruling to have the disputed domain name transferred to the company