

JunHe LLP fields a strong IP group, highly recommended for its full spectrum of contentious and non-contentious offerings, with a focus on trade mark and patent matters. The team advises on licensing agreements and due diligence reviews and continues to be a popular choice among major domestic and foreign clients from the automotive, energy, manufacturing, food and beverage and pharmaceutical industries.

—Chambers Greater China Region

## Intellectual Property

**JunHe is one of the earliest law firms in China to provide legal services in respect to intellectual property (IP). With its all-around and one-stop professional IP-related legal services, JunHe can provide strong support for its clients to maximize the commercial value of their brands, works and patented technologies. Our IP team not only provides high-quality professional IP-related legal services to domestic and foreign companies independently, but it can also provide support for legal matters in IP and related fields encountered by other teams at JunHe.**

### Our Team

Based in our Shanghai, Beijing, Guangzhou and Silicon Valley offices, JunHe's IP team has more than 80 partners, counsel, IP lawyers and patent agents, all of whom have graduated from well-known domestic and foreign law schools. They are familiar with IP legal practice in China, the United States, Japan, South Korea, Europe and other countries, and are proficient in Chinese, English, Japanese, German, Korean and other languages. Many of our lawyers have worked in the China National Intellectual Property Administration as well as the People's courts and IP courts at various levels. Our IP team has great expertise and abundant practical experience in the field of IP law and can provide clients with IP-related professional legal services and strategic planning.

Due to their outstanding performance and good reputation among their clients, JunHe's IP team and partners have been consistently and widely recognized by world-renowned commercial lawyer rating agencies and have been listed by Chambers Asia Pacific, Asia Pacific Legal 500, Asian Legal Business (ALB), World Trademark Review, Managing Intellectual Property (MIP), Intellectual Asset Management (IAM), Benchmark Litigation China and Asialaw Profiles as a "Leading Firm" and as "Recommended" IP lawyers.

### Core Areas of Practice

JunHe provides a full spectrum of IP-related legal services, covering trademarks, patents, copyright, unfair competition, domain names, customs protection, and other IP-related legal matters. We serve clients in fields such as the Internet, computers, biotechnology, medical and pharmaceuticals, energy, automobiles, food, cosmetics and luxury goods. We also have experience in industries such as apparel, material science, chemistry, clean technology, nanotechnology, communications, electronics, semiconductors, automation, e-commerce, media and entertainment, hospitality and education.

**Domestic and foreign IP applications and administrative proceedings:** JunHe provides domestic and foreign clients with legal services in connection with the confirmation of rights, such as trademarks, copyright and patent applications, and the related administrative proceedings in China, as well as legal services in connection with overseas IP inquiries, monitoring and registration.

JunHe, founded in Beijing in 1989, is one of the first private partnership law firms in China. Since its establishment, JunHe has grown to be a large and recognized Chinese law firm. The firm has fifteen offices around the world and a team comprised of more than a thousand professionals.



JunHe's intellectual property team is a very experienced professional team that is good at analysing the essence of law and can propose effective and feasible solutions.

——Chambers Greater China Region

Re-trial petition of "Fei Cheng Wu Rao's"  
Trademark Civil Infringement on behalf of  
Shenzhen Zhenai Information Technology Co., Ltd.

Top 10 IP Cases in 2016 ranked by the Supreme  
Court of China

First Place of the Top 10 IP Cases in 2016 ranked by  
the Guangdong Higher Court

Included in the WIPO Collection of Leading  
Judgments on Intellectual Property Rights  
(The People's Republic of China, 2011-2018)

Trademark and Unfair Competition  
Litigation filed by BMW AG

Top IP Cases in 2016 ranked by Shanghai IP Court

Invalidation initiated by Stokke AS against  
Chinese mark "STOKKE"("思道阁") Reg  
No.10938322

A Top 20 Trademark Review Case (2016)

Bayerische Motoren Werke Aktiengesellschaft,  
Appeal on Refusal of "BMW Sound Mark"

Included in Outstanding Foreign Related Legal  
Precedents by the All China Lawyers Association  
2020

China Trademark Association Representative Cases  
(2017-2018)

Invalidations initiated by Guangzhou  
ChimeLong Group Co., Ltd. against  
Chinese marks "长隆百年", etc.

China Trademark Association Representative Cases  
(2018-2019)

Represented SICIS s.r.l. in Mosaic Artwork  
Series Copyright Infringement Litigation

Included in Outstanding Foreign Related Legal  
Precedents by Beijing Lawyers Association 2021

Kinder 3D Trademark Appeal on Refusal Case

Included in Outstanding Foreign Related Legal  
Precedents by Beijing Lawyers Association 2021  
One of the Top 5 Appeal Cases rated by China  
National Intellectual Property Administration (2020)

Deals of the Year -

Weinian Brand Management,

Li Ziqi's Dispute over Contract, Trademark

2023

Deals of the Year - First IP Case of Recognition  
and Enforcement of Foreign Judgment

2021

Deals of the Year -

Appeal on Refusal of Kinder 3D Trademark

2021

Deals of the Year - AstraZeneca, Aosaikang  
Patent Infringement Dispute

2022

China Business Law Deals of the Year

**IP-related dispute resolution and rights protection:** We help clients resolve disputes in trademark infringement, copyright infringement, patent infringement, unfair competition, reputation infringement, portrait rights infringement and other IP-related issues and various IP-related criminal cases. We advise clients on domain name registration and dispute resolution, customs protection and other IP-related disputes, and assist clients in investigation and evidence collection, the submission of complaints to and investigations by the market regulation administration, and the submission of complaints on various online and offline platforms. We also assist clients in resolving overseas IP-related disputes.

**IP strategic planning and training research:** Based on the needs of the client and the characteristics of the relevant sector, we provide professional IP training and research services in connection with IP layout, application and management systems, the protection of rights and litigation procedures.

**IP consulting services:** We assist clients in their IP strategic planning as well as the establishment of IP management systems. We conduct in-depth IP due diligence and draft IP management systems and equity specifications and assist clients in drafting various IP-related commercial contracts and other documents. We participate in the negotiation of IP-related contracts and conduct IP-related risk assessment. We also provide strong legal support for clients in the IP-related issues involved in M&As, IPOs, restructuring, investments, financing and insolvency proceedings.

### The Outstanding Features of Our Team

JunHe's IP team has accumulated rich professional experience in a vast range of non-litigation and litigation legal services relating to IP and has a solid reputation among clients at home and abroad. JunHe's IP team keeps pace with the times and possesses deep insights into the domestic and foreign legislative and judicial developments relating to IP protection. This ensures timely and efficient best market practices and cutting-edge expertise in providing high-value legal services to solve clients' problems.

JunHe's IP team maintains smooth and harmonious relationships with the relevant administrative departments and IP divisions of the People's courts at all levels and the IP courts. JunHe's professional and dedicated IP team works closely with the legal community to enhance the quality and the legal environment for IP protection, and to better provide information and advice to our valued clients.

With a diversified and comprehensive background, our IP team consists of former senior judges with many years of experience in hearing IP cases, legal scholars focused on academic research, dispute resolution lawyers with vast experience in IP-related legal proceedings, and trade lawyers with solid knowledge of IP laws and operations. We can provide comprehensive, professional, innovative and practical solutions for complex and difficult IP-related disputes, winning high recognition among our Chinese and foreign clients.