



## XU, Haoyue (Beverly)

Partner

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Practice Areas:

**Trademark**  
**Copyright**  
**Dispute Resolution**

### Professional Experience

Beverly joined JunHe since 2013, and previously she worked in European Court of Human Rights in France.

Focusing on Intellectual Property, Beverly's versatile practice encompasses a wide range of intellectual property matters. Over the past years, she has honed her expertise in trademark prosecution and strategy, IP transactions, enforcement and litigation, domain name disputes, copyright issues, as well as the emerging fields of AI rights and virtual property protection. She always combines an open mindset with cutting-edge methodologies to navigate the evolving IP landscape, delivering client-focused solutions that merge legal rigor with business acumen.

Beverly's portfolio of cases, which includes pioneering work on 3D trademarks, well-known trademark recognitions, and copyright infringement disputes, has garnered prestigious rankings. Her cases have been distinguished as Top Appeal Cases by the China National IP Administration, Deal of the Year by China Business Law Journal, Outstanding Foreign-Related Typical Cases by the Beijing Lawyers Association, Top 10 Non-contentious Cases by All China Lawyers Association IP Committee, Top 10 IP Cases by the Supreme Court and Top 10 Smart Vehicle IP Cases.

For three consecutive years (2023-2025), Beverly has been rated by The Legal500 as a **Next Generation Partner and Key Lawyer**, with reviews on her "**handling of a mix of IP transactions, prosecution, and enforcement**". Her rising prominence has also been acknowledged by the China Business Law Journal, which recognized her as Rising Star, and by the Beijing Lawyers Association, which honored her as Elite Foreign-related Lawyer. Furthermore, she was shortlisted for the 2023 APAC Women in Business Law Awards.

### Education

LL.M (International law), Renmin University of China, 2013  
LL.M (Exchange), Macquarie University (Australia), 2012  
LL.B, Renmin University of China, 2010

### Professional Associations

Member, All China Lawyers Association & Beijing Lawyers Association  
Member, International Trademark Association  
Member, AIPPI

### Language Skills

Mandarin, English