

Chang Tsi & Partners — Your China strategy.

A comprehensive, strategic firm that goes beyond the courts.

A one-stop shop for all your China needs.

Securing your rights in a changing China





Our full-service law firm provides integrated legal solutions, and peace of mind, in China's competitive and turbulent market.

That's why more US Fortune 500 companies choose us than any other Chinese firm.

"Top-Tier Intellectual Property Firm"

Legal 500 Asia Pacific has named Chang Tsi & Partners a "Top-Tier Intellectual Property Firm" every year since 2016.

"Recommended IP Firm in China"

Chambers & Partners Asia Pacific has continually recommended Chang Tsi & Partners for contentious and non-contentious IP matters in China.

"Best Intellectual Property Law Firm in China"

China Business Law Journal has named Chang Tsi & Partners "Best Intellectual Property Law Firm in China" every year since 2014.

With a rich history in corporate law, and China's sharpest IP team, Chang Tsi & Partners does more than win cases. We're your China strategy.

We have the knowledge, experience and connections to safeguard your legal rights—and to assert them.

WE ARE:

Experienced | With top legal minds drawn from the highest echelons of government, the judiciary, and business, we know China from the inside out. Our partners have more than 190 combined years of practicing experience.

Efficient | We're fast. We're fluent in English. Our strict, computerized timing systems make us accountable. And our dedicated workflow team ensures we answer all emails in one working day.

Comprehensive | You may know us for our precedent-making IP wins, but Chang Tsi & Partners is a one-stop shop for all your Chinese legal needs. From mergers and acquisitions to compliance, market surveillance and employment law, our people are the experts.

Strategic | First, we listen. Then we combine our multiple core legal competencies to tailor your strategy from the ground up, anticipating complications, and heading off problems before they arise.

From complex trademark disputes to tricky litigation cases, the world's most successful companies – 3M Company, Johnson & Johnson, Amazon Inc., Midea Co. Ltd., Adecco Group AG, Formula One Licensing B.V., Levi Strauss & Co., Air China and more – turn to Chang Tsi & Partners to safeguard their legitimate rights.

Twitter Inc. calls us their invaluable advisors. Campbell Soup Company praises our unparalleled knowledge of Chinese trademark law. Amazon's chief IP counsel commends our speed and efficiency. Our awards speak for themselves.

Chang Tsi & Partners is headquartered in Beijing, with offices in Shanghai, Guangzhou, Shenzhen and Hong Kong, and liaison offices in the United States. With a team approaching 300 staff, we provide personalized, integrated solutions across intellectual property law, corporate law, litigation & dispute resolution and more.



Chang Tsi & Partners OUR EDGE

A reputation for quality, diligence and speed has sustained Chang Tsi & Partners for two decades.

We are a strategy-driven, full-service firm. We prioritize teamwork and cooperation, facilitating knowledge and resource sharing across departments. That helps us build each client a ground-up China plan that insulates them from a variety of legal risks.

In China's enormous and complex market, intellectual property rights mean little without administrative backing. That's why Chang Tsi & Partners employs a sophisticated in-house investigations team specializing in market monitoring. We leverage our strong relationships and communication channels with law enforcement bodies at all levels, going beyond the courts and the paperwork to safeguard our clients' rights and protect their interests.

Before taking new clients, we research and identify any potential conflicts of interest. Each client gets a dedicated team of senior attorneys and experts held to the highest standards of accountability. Our sophisticated time-limit notification and processing systems guarantee budget control and billing accuracy.

Chang Tsi & Partners' strict supervision and risk control systems exceed international benchmarks. On our clients' behalf, we can manage budgets, plan annual prosecution and enforcement goals, and coordinate with their local businesses.

Our clients stay with us long-term because we know their businesses. We do our research and quickly get up to speed. We make China's opaque market clear by offering sharp business analysis and market research, regular client reports, and much more.

At Chang Tsi & Partners, we pride ourselves on being efficient and responsive. Our unique pledge to answer all email enquiries in one working day – coordinated by a dedicated workflow team of fifty – sets us ahead.

Chang Tsi & Partners is a genuinely bilingual firm. We work in English and Chinese, and many of our lawyers are accredited to practice internationally: in the US, Europe and the Asia Pacific.

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Chang Tsi & Partners OUR TEAM

Chang Tsi & Partners is committed to diversity of background and of thinking. Many of our attorneys have trained both in China and internationally and are qualified to practice in other jurisdictions. Our overseas-born lawyers bring their own rich experience.

Our practitioners are China's best, with careers that have tracked the rapid evolution of the Chinese legal system.

Managing partner **Simon Tsi** is one of China's most fearsome litigators, and has a long background working with government organizations. With a lifetime of experience in arbitration, corporate law, security and finance law, construction & real estate law, as well as IP, he has overseen some of China's biggest corporate takeovers. Tsi, who specializes in legal risk prevention and control, has won landmark trademark infringement and unfair competition cases on behalf of Honeywell International Inc., Kraft Inc. and Johnson & Johnson. In 2016, Tsi obtained a rare preliminary injunction on behalf of Under Armor in the high court of Fujian's IPR tribunal – only the second such injunction the court has issued. Tsi has long-term working relationships with many of China's most successful businesspeople and specializes in connecting them with overseas firms. He has worked for China's Department of Justice, the Ministry of Personnel, and the State Power Grid Construction Corporation.

Named the World's Leading Trademark Lawyer by *Who's Who Legal*, founding partner **Spring Chang** is a razor-sharp IP attorney who has advised and represented hundreds of major electronics, consumer, pharmaceutical, apparel and jewelry companies in the Chinese market, as well as Chinese companies overseas. Chang is well known for representing Best Buy in a precedent-forming trademark case that prompted China's Supreme Court to re-evaluate the kinds of evidence it is prepared to consider in IP decisions. She has regularly been the only trademark lawyer ranked in the Band 1 tier of *Chambers and Partners'* Chinese legal listings—the group has praised her “great judgment” and “wealth of experience in serving well-known multinationals”. Chang has earned an international reputation for creativity and efficiency over more than two decades practicing.

Our attorneys have worked in government agencies, the Chinese judiciary, and as in-house counsel for local and multinational corporations. They are praised for their sharp insights into Chinese government policy, and for their pragmatic commercial awareness.

Chang Tsi & Partners is committed to diversity of background and of thinking. Many of our attorneys have trained both in China and internationally and are qualified to practice in other jurisdictions. Our overseas-born lawyers bring their own rich experience.



Chang Tsi & Partners OUR VALUES

As part of our ongoing environmental program Go Green, Chang Tsi & Partners is now a paperless firm. Each year, our staff plants hundreds of trees on the outskirts of Beijing as part of the Chang Tsi Forest Initiative.

At Chang Tsi & Partners our first duty is to our clients' interests and their legitimate rights. We comply with Chinese and international professional practice standards.

We also take social responsibility seriously. Each year we run a weeklong legal aid hotline organized by the Beijing Lawyers Association to service the local Beijing community. We continually contribute to charity groups, including the Interfaith Food Pantry, Doctors Without Borders, the American Heart Association, the Cancer Research Institute and more.

Chang Tsi & Partners supports Xingxing San, a Chinese group that assists children with autism, and the Yiya organization, which provides schooling and support for hearing and speaking-impaired children. We also support education programs for children in Tibet.

As part of our ongoing environmental program Go Green, Chang Tsi & Partners is now a paperless firm. Each year, our staff plants hundreds of trees on the outskirts of Beijing as part of the Chang Tsi Forest Initiative.

And we value our people. Our working environment is regularly commended by the Chinese government and peak trade union. We are the 2017 *Asian Legal Business* China Employer of Choice. In 2016, the Shanghai Bar Association named our Shanghai branch "Best Organization" in an award that recognizes contributions to public welfare in the Chinese legal profession.





Chang Tsi & Partners OUR CLIENTS

They are extremely prompt and thorough in their responses to our inquiries and requests. Their collective and deep understanding of China practice provides the competence for issues which are deeply valued. For example, their advice on subtle prosecution issues have turned out to be key considerations in our transactional analysis and guidance for our in-house clients.

We have provided services for Fortune 500 companies for nearly two decades, and we represent more US Fortune 500 companies than any other Chinese firm. But our clients come from all over the world. We are privileged to have earned the trust of companies from North and South America, Europe, Asia Pacific, and Africa, in fields as diverse as energy, entertainment & sports, manufacturing, retail, transport & tourism, food & beverages, banking and financial services.

Our efficient, cost-effective and comprehensive legal solutions have won high praise from our clients and the industry.

Twitter Inc.:

"Spring and her colleagues at Chang Tsi & Partners have become our invaluable advisors. The complex nature of business in China requires not only sound legal advice but also a pragmatic business approach. Spring and Nana Zhang routinely provide great practical insight and astute legal guidance in a holistic manner. Notably, they adopt a creative approach in handling significant and complex matters. Moreover, they are diligent in their approach and very responsive to our inquiries. They proactively communicate about matters, help manage the docket judiciously and try to resolve issues expeditiously. Finally, they are receptive to our guidance and collaborative in their approach."

Campbell Soup Company:

"Chang Tsi & Partners is comprised of highly effective IP professionals. The team members have consistently demonstrated superior judgment, exceptional analytical skills and high integrity. Without exception, they have demonstrated unparalleled understanding of China trademark law and regulations. They are extremely prompt and thorough in their responses to our inquiries and requests. Their collective and deep understanding of China practice provides the competence for issues which are deeply valued. For example, their advice on subtle prosecution issues have turned out to be key considerations in our transactional analysis and guidance for our in-house clients.

Chang Tsi & Partners strives for perfection: they provide exceptional legal guidance at a reasonable price to maximize clients' interests, and are judicious about the cost when additional searching or analysis is required."

Chang Tsi & Partners OUR SERVICES

Patent Prosecution and Enforcement

Chang Tsi & Partners has a China-leading patent law team. Our skilled attorneys handle all aspects of patent prosecution and enforcement, including invention patents, utility model patents, design patents, trade secrets, product packaging and decoration, protection of new plant varieties, integrated circuit layout, patent management and transfers, as well as patent-related unfair competition issues, consumer rights, product liability, advertisements, and other related matters.

Our patent team includes attorneys and agents with science and engineering backgrounds, and many have passed the law and patent bar exams in multiple jurisdictions. It includes agents with long-term experience as chief patent examiners at China's State Intellectual Property Office (SIPO).

Our services include:

- Assisting clients in setting up comprehensive strategies for patent protection, helping to set up management systems for patents and technological innovations, drafting standards of operation for patents and technological innovations.
- Providing scientific, technological and patent intelligence information, including competitors' patent portfolio investigations and competitors' patent landscape analysis.
- Helping enterprises organize and formulate standards for worldwide patent portfolio verification and maintenance, including patent planning and landscaping, patent application and annuity payment services worldwide.
- Schematic designing and negotiation for patent licensing, transfer and other patent commercialization.
- Drafting, reviewing, and amending legal documents for patent assignment and licensing.
- Patent searches, patent and legal status monitoring.
- Drafting and filing patent applications for inventions, utility models, and designs.
- Filing and defending for patent re-examination and invalidation.
- Filing administrative litigation for patent-related matters.
- Providing customs recordal and customs training services.
- Investigations and evidence collection for patent infringement.
- Participating in administrative actions and arbitration for patent disputes.
- Filing and defending administrative actions for patent infringement.
- Filing and defending patent infringement litigations, including civil and criminal cases.
- Patent annual fee payment and docketing services.
- Due diligence for patents.
- Providing patent valuation services.
- Providing legal services for patent-related antitrust and misuse.
- Rendering patent-related opinions, including freedom-to-operate opinions, non-infringement opinions.

Our patent team includes attorneys and agents with science and engineering backgrounds, and many have passed the law and patent bar exams in multiple jurisdictions. It includes agents with long-term experience as chief patent examiners at the State Intellectual Property Office of the PRC (SIPO).

Trademark Prosecution and Enforcement

Chang Tsi & Partners is known for its rich foreign and domestic agency experience in trademark law. Our lawyers and agents deal efficiently with all trademark matters, including portfolio management, prosecution, enforcement, and commercial transactions.

Our services include:

- Strategy development for overall trademark protection, prosecution and enforcement
- Worldwide trademark rights verification and maintenance, trademark protection planning and global registration services.
- Trademark searches and monitoring.
- Trademark prosecution in China and abroad.
- Handling trademark oppositions, reviews, disputes and cancellation proceedings.
- Filing appeals against administrative decisions.
- Renewing trademark applications and recording changes of address.
- Recording trademark registrations at Chinese customs, and training customs officials on how to identify genuine and counterfeit products.
- Conducting trademark infringement investigations and evidence collection.
- Handling trademark administrative actions (including AIC, quality inspection, public security, customs), including raids of manufacturers and vendors of counterfeit products.
- Handling trademark infringement litigation and assisting on criminal prosecution cases.
- Drafting, revising, and reviewing trademark related agreements, including trademark assignments, and licenses.
- Intellectual property due diligence in business transactions, such as investments, mergers and acquisitions.
- Trademark licensing and franchise strategy.

Copyright & Domain Names

Chang Tsi & Partners has substantial expertise in copyright and domain names, including registration, customs recordation of copyright, domain name arbitration and dispute resolution.

Our services include:

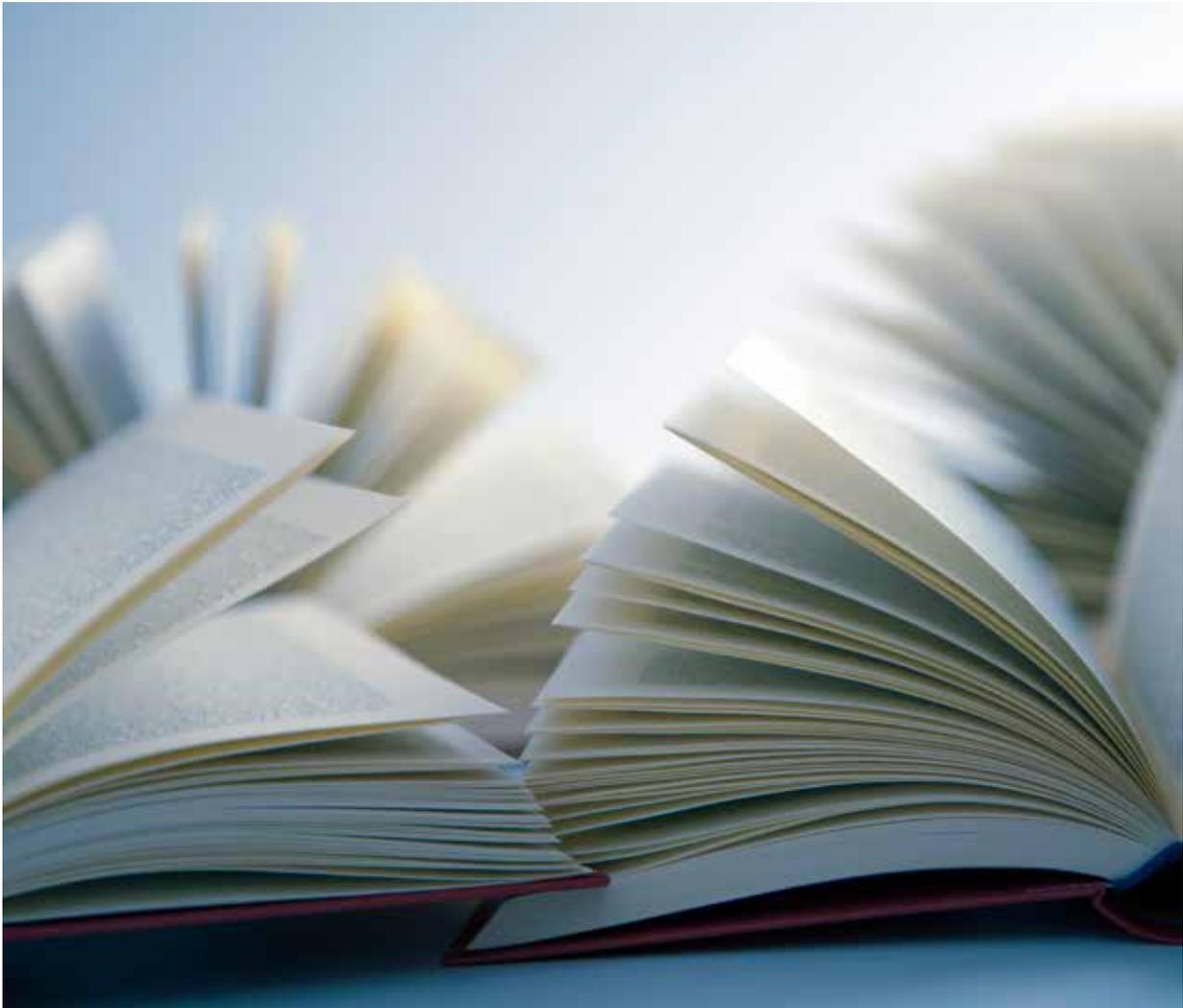
- Consultation on overall strategy for copyright protection.
- Filing copyright registrations for all types of works.
- Filing copyright registrations for computer software.
- Providing customs recordal and customs training services to protect copyrighted works.
- Copyright infringement investigations and evidence collection.
- Administrative and judicial remedies for copyright infringement.
- Drafting, revising and reviewing legal documents related to copyright transfers, licensing and other transactions.
- Copyright transaction due diligence services.
- Registration of all types of domain names.
- Domain name infringement, arbitration, and litigation.
- Domain name-related consultation.

Administrative Protection

Administrative protection is a uniquely Chinese way to enforce intellectual property rights in a fast and cost-effective manner. Chang Tsi & Partners provides high quality, efficient, and professional market monitoring services, business surveys, administrative investigations, customs registration and intellectual property protection services for domestic and foreign clients. We have strong relationships and communication channels with administrative law enforcement organs at all levels, which we frequently use to protect and promote the rights and interests of our clients.

Our services include:

- Commercial investigations.
- IP infringement investigations and IP-related litigation.
- Investigations on the use of trademarks.
- Evidence collection and notarization.
- Negotiation on behalf of clients.
- Handling Administration for Industry and Commerce (AIC) complaints at various levels on behalf of clients, and responding to investigations run by various AICs for the determination of administrative penalties.



- Handling complaints to the quality and technology supervision departments.
- Handling complaints to the State Food and Drug Administration (SFDA).
- Filing complaints with the National Copyright Administration on behalf of clients.
- Handling complaints to the Public Security Bureau (PSB).
- Handling complaints at China's State Intellectual Property Office (SIPO).
- Filing requests with Chinese Customs for inspection and seizure of infringing goods.
- Customs recordal and customs training.
- Developing an intellectual property rights protection strategy.
- Handling complaints to other administrative agencies.
- Intellectual property rights protection for exhibitions.

Foreign Direct Investment

- Design of investment structure.
- Due diligence.
- Review of relevant legal documents.
- Business negotiation.
- Company establishment.
- Providing legal advice on tax, land use, environmental protection, and industry administration.
- Drafting and registration of wholly foreign owned enterprises, joint ventures and representative offices.
- Restructuring, bankruptcy and related services, such as foreign investment enterprises liquidation, equity transfer, etc.



Company Legal Counseling

- Providing legal, regulatory and dynamic industry reports.
- Providing legitimacy and compliance examination of legal documents.
- Providing legitimacy and compliance examination of business transactions.
- Designing and establishing company internal control systems.
- Establishing and improving company rules and regulations.
- Corporate governance structure design and optimization.
- Participation in major business negotiations.
- Legal publicity and training.
- Compliance consulting on products and services.

Litigation and Dispute Resolution

- Providing case background investigation and evidence collection related notary, appraisal, audit services, assisting clients in collecting relevant evidence.
- Analysis of litigation case facts and claims and litigation strategy design.
- Preservation of evidence, property preservation before litigation.
- Application for preliminary injunction of IP cases.
- Drafting legal instruments relating to litigation.
- Attending court hearing on behalf of clients.
- Final appeal and retrial cases.
- Enforcement of litigation judgments.

Employment Law

- Evaluation of labor relations and formulation of an overall labor relations strategy.
- Drafting labor contracts, employment agreements, training contracts, non-competition agreements, confidentiality agreements and other legal documents.
- Drafting internal employment rules and regulations and staff manuals for clients.
- Drafting staff resettlement plans for corporate restructuring, M&A, and separation or isolation projects.
- Drafting plans for employee relocation and compensation for company bankruptcy and liquidation.
- Participation in the collective contract negotiations with trade union or worker representatives.
- Employment dispute mediation, arbitration and litigation.

Chang Tsi & Partners OUR AWARDS

Leading Intellectual Property Firm

Chang Tsi & Partners is recognized as "China Leading Intellectual Property Firm" by *Chambers Asia Pacific* in consecutive years.

Top-Tier Intellectual Property Firm

Legal 500 Asia Pacific has named Chang Tsi & Partners a "Top-Tier Intellectual Property Firm" four years running (2014, 2015, 2016 and 2017).

Best China IP Firm

Chang Tsi & Partners is recognized as "Best China IP Firm" by *International Legal Alliance Summit & Awards under the publication Leaders League*.

"Top 10 Fastest Growth Firms"

Chang Tsi & Partners is recognized as "Top 10 Fastest Growth Firms" by *Asian Legal Business*.

Best Intellectual Property Firm in China

Chang Tsi & Partners is recognized as "Best Intellectual Property Firm in China" by *China Business Law Journal* in 2017.

Deals of the Year in China

Six Continents Hotels, Inc. v. Zibo Crown Holiday Hotel, Inc. is recognized as "Deals of the Year in China" in 2016 by *China Business Law Journal*.

Highly Recommended Patent Law Firm in China

IAM Patent 1000 named Chang Tsi & Partners as "Highly Recommended Patent Law Firm" in China.

"Beijing Outstanding Law Firm"

Chang Tsi & Partners was recognized as "Beijing Outstanding Law Firm" by *Beijing Lawyers Association*.

The World's Leading Trademark Professionals 2017

WTR 1000 named Chang Tsi & Partners "The World's Leading Trademark Professionals" .

"Outstanding Intellectual Property Firm"

Chang Tsi & Partners has been named an "Outstanding Intellectual Property Firm" by *AsiaLaw Profiles* for several consecutive years.

"Outstanding Trademark Agency"

Chang Tsi & Partners is recognized as "Outstanding Trademark Agency" by *China Trademark Association* for 3 consecutive years (2014, 2015, and 2016).

"Top 10 Trademark Firm in China"

Chang Tsi & Partners was named a "Top 10 Trademark Firm in China" by *Asia IP*.

“2017 Employer of Choice”

Chang Tsi & Partners is recognized as “2017 Employer of Choice” by *Thomson Reuters*.

“Best Intellectual Property Law Firm”

Chang Tsi & Partners is nominated for “Best Intellectual Property Law Firm” by *China Law & Practice*.

“China Band 1 IP Lawyer”

Founding Partner Spring Chang is recognized as “Band 1 Intellectual Property Lawyer in China” by *Chambers Asia Pacific*.

“Best Intellectual Property Lawyer”

Managing partner Simon Tsi is recognized as “Best Intellectual Property Lawyer” by *China Law & Practice in 2016*.

“2016 IP Stars”

Founding Partner Spring Chang is recognized as “2016 IP Stars” by *Managing Intellectual Property*.

“World’s Leading Trademark Lawyer”

Founding partner Spring Chang was named the “World’s Leading Trademark Lawyer” by *Who’s Who Legal*.

“Top 15 IP Lawyers” & “Top 15 Litigation Lawyers”

Founding partner Simon Tsi has been recognized as one of China’s Top 15 IP Lawyers”, and “Top 15 Litigation Lawyers” by *Asia Legal Business*.

“Leading Lawyers”

Founding partners Spring Chang and Simon Tsi, along with partners Kenneth Ng, Howard Hao and David Lee were recognized as “Leading Lawyers” by *AsiaLaw Profiles* in 2016.



Securing your rights in a changing China

- Beijing Office** Floors 6-8, Tower A, Huayuan Business Park, Bei Zhan North Street, Xicheng District, Beijing 100044, P.R. China
Tel: (+86) 10 8836 9999
Fax: (+86) 10 8836 9996
Email: info@changtsi.com
- Shanghai Office** 2508 A, Office Section 3, Jinmao Tower, 88 Century Avenue, Pudong New Area, Shanghai 200121, P.R. China
Tel: (+86) 21 6168 2668
Fax: (+86) 21 6106 2098
Email: info@changtsi.com
- Guangzhou Office** 2305 Tower B Center Plaza, No. 161 Linhexi Rd., Tianhe District, Guangzhou 510620, P.R. China
Tel: (+86) 20 2881 6699
Fax: (+86) 20 2881 6669
Email: info@changtsi.com
- Shenzhen Office** 38E China Energy Storage Building, No.3099, Keyuan South Road, Nanshan District, Shenzhen 518057, P.R. China
Tel: (+86) 755-8660 3009
Fax: (+86) 755-8660 3005
Email: info@changtsi.com
- Hong Kong Office** Level 19, Two International Finance Centre, 8 Finance Street, Central, Hong Kong 100614, P.R. China
Tel: +852 3101 7301
Fax +852 2251 1618
Email: info@changtsi.com

