

Highlights of Sep and Oct



World Trademark Review Recognizes Spring Chang Among its Global Leaders for 2020

World Trademark Review (WTR), a well-known global legal media, has recently recognized Ms. Spring Chang, Founding Partner of Chang Tsi & Partners, as "Global leaders".

The objectives of *WTR Global Leaders* are to identify the "best of the best" in trademark practice, making the award more competitive than any other ranking in the field of trademark. Among 40 winners around the world, only 5 attorneys in mainland China got recognized.

Chang Tsi & Partners Awarded Highly Recommended Firm by Asialaw Profiles 2021

In the newly published edition of *Asialaw Profiles 2021*, Chang Tsi & Partners has been awarded as a Highly Recommended Firm. In addition, Spring Chang and Simon Tsi, founding partners of the firm, have been named "Elite Practitioner" and "Notable Practitioner" respectively.

Typical Case: Six Continents Hotels, INC. V. Dujiangyan Yun Shang Hotel

The case is a complicated trademark infringement dispute between a world-famous hotel brand, *Six Continents Hotels*, and its former licensee who committed trademark infringement after the license has been terminated.

Chang Tsi & Partners thoroughly investigated the case and finally succeeded in persuading the court of first instance to support the plaintiff's claims based on solid evidence and thorough analysis, including stopping the infringement, eliminating the impact, and compensating for losses of RMB 1.2 million.

Two Events in September

On 28 September 2020, the Patent Team of Chang Tsi & Partners organized a team-building event to celebrate its great achievement in 2019-2020.

To celebrate the Mid-autumn Festival, a traditional Chinese Holiday, Chang Tsi & Partners organized a cultural event for all employees and friends on 30 September.



Simon Tsi & Michael Fu Honored "Chinese IP Lawyers Top 50"

We are pleased to announce that Simon Tsi and Michael Fu, two partners of Chang Tsi & Partners, have been listed in "Chinese IP Lawyers Top 50" by Zhichanli (IP Power), a well-known IP focused media in China.



WTR

GLOBAL LEADERS

Spring Chang

Founding Partner, Chang Tsi & Partners

WTR says: Highly decorated for good reason, Spring Chang consistently navigates complex administrative trademark disputes and secures satisfying outcomes. Top-ranked foreign associates and elite in-house counsel look to her as a pathfinder in China.



“ World Trademark Review Recognizes Spring Chang Among its Global Leaders for 2020 ”

We are pleased to announce that Spring Chang, founding partner of Chang Tsi & Partners, was recognized by World Trademark Review (WTR) as one of its **"Global Leaders"** for 2020.

World Trademark Review is the world's only independent daily news and information service dedicated exclusively to reporting on trademark issues for in-house and private practitioners internationally. Its full-time research team and deep survey over a four-month period makes it a trusted source.

The objective of WTR Global Leaders is to identify the "best of the best" in trademark practice, and all candidates must be ranked in the gold tier of the WTR 1000. This makes the Global Leaders more competitive than any other ranking in the field of trademark. In fact, **only 5 attorneys in mainland China got recognized** among 40 winners around the world.

Spring Chang is known for her deep expertise and remarkable experience in the field of intelligence property. As WTR describe, "Highly decorated for good reasons, Spring Chang consistently navigates complex administrative trademark disputes and secure satisfying outcome. Top-ranked foreign associate and elite in-house counsel look to her as a pathfinder in China".

Selected Awards of Spring Chang

"Band 1 Lawyers on Intellectual Property: Non-litigation(PRC-firms) - China" by Chambers and Partners;

"2018 ALB China Client of Choice" by Asian Legal Business in 2018;

"Global IP Star" by IP STARS of MIP;

"The Winner of Client Choice" in Intellectual Property - Trademark Field by Client Choice;

"Band 1 Intellectual Property Lawyer in China" by Chambers Asia Pacific;

"Tier One Female Lawyer" in Asia Pacific area by Chambers and Partners in 2017;

"Best Women Lawyers in China" by Thomson Reuters ALB in 2017;

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For the last 27 years, **Ms. Spring Chang**, Founding Partner of Chang Tsi & Partners, has always devoted herself to IP services, including registration and protection of trademark, patent, copyright and domain name, IP management and assignment, and other IP-related fields. Her outstanding performance and rich experience in offering legal services to transnational companies have made her reputation in this legal sector.

Mr. **Simon Tsi**, Managing Partner of the firm, with his 27 years of practice experience, is mostly specialized in 1) intellectual property, 2) litigation & arbitration, and 3) corporate law. Always seeking for the most customized solutions for each client globally, Mr. Tsi has handled numerous complicated cases, particularly, petitions, retrials, and crisis management for enterprises.



Asialaw Profiles is a leading legal-rating agency, providing recommendations of law firm, editorial analysis of key practice areas, and industry sectors across 25 jurisdictions in Asia and Pacific.

Trademark Filing under Myanmar's New Trademark Law

The Ministry of Commerce and Trade of Myanmar has officially announced that the soft opening for refilling of the existing trademark registrations will launch on 1 October 2020. For trademark owners worldwide, the enactment Trademark Law will be a very welcome development for IP protection in the country. We are ready to provide our clients with further details.



Trademark Filing under Myanmar's New Trademark Law



BEFORE



AFTER

Recordal of changes is not available under the existing law	Recordal of changes will be permissible under the proposed law
Renewal is through the publication of Cautionary Notice at a regular interval of 3 years	Registration and Renewal term will be 10 years
No formal/substantive examination	Formal/substantive examination required
Public search is not available	Public search database will be available
	In line with international laws and WIPO

Typical Case

Six Continents Hotels, INC. V. Dujiangyan Yun Shang Hotel

The case is a complicated trademark infringement between a **world-famous hotel brand** and its **former licensee** who committed trademark infringement after the license has been terminated.

The plaintiff, Six Continents Hotels, Inc. (hereinafter referred to as "Six Continents") is a world-renowned hotel management company, particularly for its **"Holiday Inn"** series among people.

The defendant Dujiangyan Yun Shang Hotel Management Co., Ltd. (hereinafter referred to as "Yun Shang") operated Dujiangyan Holiday Inn Center Hotel, formerly named as Dujiangyan Center Holiday Inn Express authorized by the client.



On June 12, 2018, Six Continents sent a letter to the defendant, stating that the contract between the parties will be terminated on July 12, 2018 and that the defendant should stop using all trademarks or logos that Six Continents has rights to. Subsequently, the targeted hotel was renamed Dujiangyan Holiday Inn Central and the management company was changed to Dujiangyan Yun Shang Hotel Management Co., Ltd.

On October 12, 2018, Chang Tsi & Partners issued a C&D letter to the target on behalf of Six Continents, but the defendant did not cooperate and Six Continents had to defend its rights through a lawsuit.

Chang Tsi & Partners (hereinafter referred to as "CTP"), after engagement, thoroughly investigated the case as follows:

- 1) analyzed the requirements of Six Continents,
- 2) proposed the litigation strategy based on the feedback of Six Continents, and,
- 3) filed a lawsuit before Chengdu City Intermediate People's Court in 2019.

Although the client's Holiday Inn series trademarks are well-known, the infringement status is relatively severe and there is a possibility of dilution. In this case, the defendant also claimed that "Holiday Inn" was a generic name, and claimed that all the trademarks involved in the case were in the invalidation procedure.

During litigation, the defendant claimed that "Holiday Inn" did not constitute a trademark infringement for it was the generic name. Facing the defendant's claims, **CTP finally succeeded in persuading the court of first instance to support the plaintiff's claims based on solid evidence and thorough analysis, including stopping the infringement, eliminating the impact, and compensating for losses of RMB 1.2 million.**

Attorneys: Ason Zhang and Andrew Lu

**The case is under the process of second instance.*

Congratulations to

Simon Tsi & Michael Fu

Partners of Chang Tsi & Partners



Honoured “Chinese IP Lawyers Top 50” by IP Power

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We are pleased to announce that Simon Tsi and Michael Fu, two partners of Chang Tsi & Partners, have been listed in "Chinese IP Lawyers Top 50" by Zhichanli (IP Power), a well-known IP focused media in China.

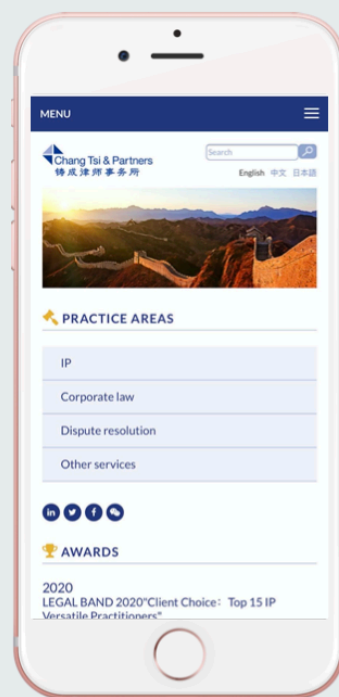
Simon Tsi (Managing Partner of Chang Tsi & Partners) has 27 years of practice experience, mostly specialized in 1) intellectual property, 2) litigation & arbitration, and 3) corporate law. With his highly-experienced skills, Mr. Tsi has handled many complicated cases, particularly, petitions, retrials, and crisis management for enterprises.

Michael Fu has been practicing with a focus on intellectual property law for over ten years. He primarily provides intellectual property strategy with creative thinking for his clients, and hence, he has successfully represented Fortune 500 companies such as Mondeles, HP, Under Armour, Michael Kors, Tiffany, Four Seasons, etc. Furthermore, he excels at helping clients with the enforcement of their IP rights through administrative and judicial channels in China.

Chang Tsi & Partners is a leading full-service Chinese law firm with a strong reputation in intellectual property and litigation. Established in 2002, Chang Tsi & Partners always integrates legal solutions and peace of mind in China's competitive and turbulent market.

Visit our website
for more
information.

www.changtsi.com



Mid-autumn Cultural Event

To celebrate the Mid-Autumn Festival, a traditional Chinese holiday, Chang Tsi & Partners organized a cultural event for all employees and friends on 30 September 2020.



To enjoy the celebrating vibe by watching the edited video of the event, please click the following link.

[Mid-autumn Cultural Event](#)

Team-building Event for Patent Team

Our Patent Team of Chang Tsi & Partners organized a team-building event to celebrate the great achievement in 2019-2020. As Ms Chenyan Wu (Patent Partner) said, despite the global pandemic, the number of patent filings we handled by August 31, 2020 already surpassed the total number in 2019. We have been over and over evaluated by our clients as their top Chinese patent firm in terms of quality of services we provide.

