

**Sue Gui**

Attorney at Law; Counsel

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Engaged in providing counselling services on a wide range of IP issues in China, in both contentious and non-contentious matters. Specialized in the development of broad focus IP protection and enforcement programs for multinational corporations. Involved in many administrative lawsuits and civil lawsuits for IP matters.

She has around 13 years' experience as IP lawyer in Chang Tsi & Partners. She can handle different types of IP disputes and is outstanding in domain name disputes, administrative litigation, and civil litigation and IP protection.

Practice Areas

- Specialized in many aspects of IPR enforcement in China, including trademark enforcement and trademark prosecution, copyrights and domain names disputes. Help establish IP strategy for International enterprises with complex portfolios, IP enforcement actions, litigation, company name disputes, domain name recovery and infringement, customs protections, etc. Dealt with more than 1,000 IP cases of different varieties. Expert advisor on the workflow of CNIPA, and Beijing IP Courts.

Years with IP Matters

More than 13 years

Professional Experience

- Attorney at Law; Counsel, Chang Tsi & Partners since 2010.

Education

- LL.M., Intellectual Property, University of New Hampshire (Formerly known as Franklin Pierce Law Center) (2021)
- LLB & English Literature (Double Major), Minzu University of China (2006-2010)

Representative Cases

- Successfully Represent Ambiq Micro Inc. in the civil litigation filed by Ambitmicro in a trademark infringement litigation. The court support Ambiq Micro's defense and hold Ambitmicro's act constitute abuse of trademark right. The case is nominated as *the Typical 10 IP cases of 2019 year by Shanghai High People's Court and Shanghai Pudong District Court*.
- Successfully Represent Nutramax Laboratories, Inc. in the civil litigation against Shaoyang Zhangsen Electronic Commerce Co., Ltd. for its trademark infringement and received favorable judgment for the client. Client is quickly compensated via follow-up enforcement settlement.
- Successfully Represent Lexington Furniture Ltd. vs. Tianjin Firstwood Ltd. in trademark infringement

litigation. Handled the enforcement work after the judgement and secured compensation from the infringer;

- Successfully Represent Guinness World Records Limited v. Chery Automotive Limited in trademark infringement litigation in the first instance. The result was favorable to Guinness and the court awarded compensation to Guinness.
- Successfully represent International Dairy Queen, Inc. in the Retrial administrative litigation at Supreme Court against CNIPA (China National Intellectual Property Administration) on its refusal decision to DQ trademark application in Class 32. The Supreme Court reversed the CNIPA's decision and the important DQ mark is approved for registration in Class 32.
- Successfully Represent GILDAN ACTIVEWEAR SRL in the second-instance administrative dispute over the invalidation against "snow gildan" trademark filed by Henan Snow Gildan Clothing Co., Ltd at Beijing High Court, and won favorable second-instance judgment for GILDAN ACTIVEWEAR SRL. The trademark of "snow gildan" was judicially invalidated;
- Successfully Represent Hipp & Co in the administrative litigation to invalidate "Gold Happ" registration under Reg. No. 11162724 in Class 5 applied by Jiangxi Jinbojin Ecological Technology Co., Ltd..
- Successfully Represent Hydrafacial LLC in the first-instance administrative dispute over the invalidation against "Hydrafacial" trademark filed by Guangzhou iBeauty Electronic Technology Co., Ltd. at Beijing IP Court, and won favorable first-instance judgment for Hydrafacial LLC;
- Successfully represent a UK company in the Retrial litigation to cancel an infringing mark applied by a domestic company.
- Represent a worldwide well-known US high-tech company in the series administrative litigations for its important series marks, which help the high-tech company to gain rights for its important marks in China;
- Represent different clients in more than 50 administrative litigations with favorable outcomes;
- Successfully represent the Cummins Inc., Charles Schwab Group, Iconix Limited, GNC etc. to file company name complaints with the Hong Kong Company Registry against HK companies.
- Represent different clients including Mead Johnson, Guinness, ITW, Charles Schwab in more than 40 domain name disputes and the results were all favorable for client.
- Assist multiple clients in criminal/administrative raid actions to combat trademark infringement/counterfeiting acts with favorable outcomes;

Publications

- The growth of Chinese e-commerce platforms has been mirrored by increasing IP infringement.-INTA DAILY NEWS (2020)
- The Insights of Second Instance for "SNOW GILDAN" Invalidation Case, Chang Tsi Perspective, 2023

Membership

- INTA (Member of Anticounterfeiting Committee; International Trademark Association)

Bar Admission

- China Bar

Language

- Mandarin Chinese
- English