

**Eva Hu**

Senior Trademark Attorney

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About Eva Hu

Eva Hu has been focusing on Intellectual Property legal services for more than ten years, specializing in trademark, copyright and domain name related affairs. She has won the trust of many clients all around the world for her professional legal advice, transposition legal considerations, comprehensive legal services, prompt feedback, innovative awareness and active communications.

she has been serving clients not only as word's top companies but also as ordinary companies, in many countries all over the world, and in various fields. She always provides professional legal services standing in the client's perspective, considering the client's special characters, to maximize the clients' interests.

Her empathy with her clients during her legal services for more than ten years has not only equipped her with the legal quality that a lawyer should have, but also with the legal literacy that an In-House should have. She has been managing trademark, copyright and domain name portfolios for many of the world's top 500 companies, and directly making overall Intellectual Property strategy for the clients, to establish strong portfolios for her clients so as to support their client's long-term business developments.

Eva Hu is fluent in English and Chinese. She does not only provide Intellectual Property legal services in Mainland China, but also provides services in other jurisdictions such as Hong Kong, Macau, Taiwan, Mongolia, India, Malaysia, Vietnam, Laos, Cambodia, etc.

Practice Areas

- Trademark management strategy, trademark evaluation, design, search, watch, new application, review application, and administrative litigation as well as other trademark prosecution and maintenance, license, assignment/transfer, customs recordation, market surveillance, trademark infringement relief actions, including opposition, invalidation, cancellation, investigation, cease and decess letter, negotiation, complaint, litigation, etc., well-known trademark recognition, prosecution of certification trademarks and geographical trademarks.
- Copyright filing, assignment/transfer, licensing and copyright infringement relief actions
- Domain name prosecution and maintenance, overall protection strategy and dispute resolution actions
- Intellectual Property protection and developments strategy
- Intellectual Property Due Diligence

Years with IP Matters

- 2011 until now

Professional Experiences

- 2007~now, Chang Tsi & Partners, Trademark Team Leader, Trademark Attorney

Representative Cases

- Managing the trademarks, copyrights and domain name portfolios for many top 500 companies in China, providing legal services such as services for overall Intellectual Property protection strategy, Intellectual Property transactions, brand licensing and brand value-added activities, and intellectual property infringement relief actions (administrative/ litigation actions), etc.
- Won many conflict cases and stopped/ canceled the registrations of conflicting marks by working out proper strategy to obtain supporting evidence and draft strong grounds in the conflict cases.

- Obtained well-known trademark recognition in opposition cases.
- Conducted Intellectual Property Due Diligence in many mergers & acquisition cases.
- Designed trademarks for multiple clients and ultimately adopted by the clients.
- Provided overall protection strategies in many trademark infringement cases, and well protected the client's rights through taking series of legal actions against the infringer.

Education

- Master of Business Administration, Minzu University of China (2016)
- Bachelor of Both Law and Literature, Minzu University of China (2007)

Bar Admission

- China Bar (2011)

Language

- Mandarin Chinese
- English