



Zhiling Zhao

Attorney

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About Zhiling Zhao

As an attorney at law, Zhiling has been engaged in intellectual property legal services since 2010 and has 11 years of experience. In many years of professional career, she has accumulated a wealth of experience.

Zhiling is mainly responsible for legal cases of trademarks, patents, copyrights, and domain names, as well as customs protection of IP rights, raid action, unfair competition, litigation and dispute resolution. She has represented many well-known multinational companies to take actions for enforcement of intellectual property rights in China and can provide clients with corporate intellectual property strategy and comprehensive, multi-level, one-stop legal services.

Practice Areas

- Specialized in all aspects of enforcement of intellectual property rights, including protection of trademarks, patents, copyrights, domain names and unfair competition.

Years with IP Matters

2012 until now

Professional Experience

- Attorney at law, Chang Tsi & Partners Guangzhou Office 2010 –now

Representative Cases

- Represented 3M COMPANY in a trademark infringement litigation, and the court awarded CNY 650,000 (approx. USD98,484) in damages.
- Represented a US company in a non-infringement litigation, successfully convincing the court to rule in the client's favor and ascertain that OEM use of trademark did not constitute trademark infringement and the trademark squatter's conduct has bad faith.
- In the past 5 years, Zhao filed 18 litigations on behalf of Levi Strauss & Co. (LS&Co), successfully convincing the court to ascertain "LEVI'S" branded jeans is famous product and the Chinese "Li-Wei-Si" synonymous to the English brand is the unique name of the product, even though the Chinese is not registered.
- Represented Encyclopedia Britannica in a trademark infringement case against Xinlei Publishing House; she successfully terminated all infringing activities, and the court awarded CNY 253,111 (approx. USD 40,824) in damages.
- Represented Tupperware in a patent infringement litigation, successfully defending Tupperware and protecting its reputation.
- Represented an administrative litigation regarding invalidation declaration of a trademark registered for over 5 years and successfully have it invalidated.
- Represented a trademark infringement litigation, which is listed as excellent case for the 4th anniversary of Guangzhou IP Court.

Publications

- Original Equipment Manufacturing and Trademark Infringement: A Review of Current Law and Practical Tips for Avoiding Pitfalls. - LEXOLOGY 2018

. Education

- L.L.M., University of Southern California (2009)
- L.L.B. Beijing Normal University Zhuhai Campus (2004)

Bar Admission

- China Bar (2012)
- New York Bar, USA (2010)

Languages

- Mandarin Chinese
- English