

**Simon Tsi**

Managing Partner | Founding Partner

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Managing Partner Simon Tsi is one of China's most fearsome litigators renowned for his profound experiences with governmental institutions in China. With nearly 30 years of experiences working with national universities, judicial authorities, government ministries as well as state-owned enterprises, Simon's ability to communicate and coordinate with such institutions is unrivaled in the rest of China.

With years of in-house experiences working with global conglomerates, Simon knows exactly the wants and needs of a legal service client. Simon and his team stand from clients' perspectives and sets maximizing their legitimate rights as the top priority. His legal solutions are situational-based, tailor-made and designed to navigate clients through all kinds of legal turbulences in a changing China. Simon is a respected legal partner for his being loyal, dedicated and professional to his clients.

As the Managing Partner with sharp market knowledge and ample service experiences, Simon offers legal solutions adhering to international standards and guidelines. His leadership integrates the most competent regional lawyers with elite legal partners worldwide to create an unprecedented synergy to best serve the clients' interests.

In his free time, Simon is a passionate tennis player and a snorkeler. He lives with his lovely wife, Spring, two children and a kitten.

**Practice Areas**

- Intellectual property (IP): Includes corporate IP evaluation and management strategy, approval confirmation of IP rights (trademark, patent, copyright, etc.), IP business transactions, brand licensing and value enhancement, IP market surveillance, IP infringement relief (administrative, judicial, etc.) as well as IP due diligence
- Corporate law: Includes long-term legal counselling, firm establishment and restructuring, corporate governance and compliance consulting
- Labor law: Includes firm labor legal counselling, labor dispute arbitration, labor dispute litigation
- Dispute resolution: Includes litigation, arbitration, mediation and non-litigation claims for IP rights

**Years with IP Matters**

1991 until now

**Professional Experience**

- Managing & Founding Partner, Chang Tsi & Partners
- Attorney at Law, Deheng Law Firm
- Office Manager, State Power Grid Construction Corporation
- Director of Legal Office, Personnel Mobility and Assignment Department, Ministry of Personnel

## Representative Cases

- The case *Jianfa v Michael Kors* (2018), in which Tsi represented Michael Kors, was recognized as Representative Cases of the Year by Supreme People's Court, Higher People's Court of Zhejiang Province and Hangzhou Intermediate People's Court. The case was also awarded as "2018 Matter of the Year" by Asialaw & Benchmark Litigation, and "China's Top 10 Intellectual Property Cases of the Most Research Value" by Shanghai Intellectual Property Academe in 2018.
- In *Under Armour vs Fujian Ting Fei Long Sports Goods Co., Ltd.* (2017), Tsi represented Under Armour in a claim for trademark infringement and unfair competition. Tsi's actions in this case were recognized as "2017-2018 Excellent Trademark Agency Cases" by the Chinese Trademark Association, and it was widely reported by foreign media, including New York Times, Wall Street Journal and Law360.
- In *Skechers v. Spieth & Wensky*, Tsi represented Skechers in a claim for trademark infringement and the decision was reported by China Intellectual Property News, China Industry & Commerce News and Beijing Business Today. The client Skechers was awarded damages of CNY 3 million (roughly USD 435,438).
- Successfully represented clients in many complex matters, including retrial and corporate cases.
- Provided IP protection strategy, IP transactions, brand licensing, intellectual property due diligence, intellectual property infringement and other legal services for many Fortune 500 companies.
- Led the mergers and acquisitions project for Shen Hua Group Corporation Ltd. to purchase a mineral group in Xinjiang and several other private mineral enterprises in Inner Mongolia.
- Counsel to many renowned domestic companies, such as China National Development Bank, China Airlines Co., Ltd., Beijing Capital Co., Ltd., etc.
- Successfully represented Honeywell International Inc. in a trademark infringement & unfair competition case, in which HONEYWELL was recognized as a well-known trademark.
- Successfully represented Johnson & Johnson and Mondelez in several high stakes litigation cases before the Supreme People's Court of China.
- Worked with a number of government organizations, including universities, the justice department, the Ministry of Personnel, and the State Power Grid Construction Corporation.
- Assisted many clients in the establishment of legal risk prevention, compliance and control.
- Successfully represented a construction company in a complicated contract dispute against a Beijing real estate developer, which involved RMB 320 million (roughly 46,437,382).

## Selected Awards

- "2022 Leading Lawyer by" World Trademark Review
- "2021 Notable Practitioner" by Asialaw Profiles
- "2021 Client Choice: Top 15 Intellectual Property Versatile Practitioners" by LEGALBAND
- "2021 Top 15 Managing Partners" by LEGALBAND
- "2021 China's Elite 100 Lawyers" by China Business Law Journal;
- "2020 Client Choice: Top 15 Intellectual Property Versatile Practitioners" awarded by LEGALBAND;
- "2020 Chinese IP Lawyers Top 50" awarded by IP Power;
- "The A-List 2019 China's Top 100 Lawyers" by China Business Law Journal
- "2017-2018 Excellent Trademark Agency Cases" awarded by the CTA for his representation of Under Armour in the case *Under Armour vs Fujian Ting Fei Long Sports Goods Co., Ltd.*;
- "2018 Matter of the Year" awarded by Asialaw & Benchmark Litigation and "China's Top 10 Intellectual Property Cases of the Most Research Value" by Shanghai Intellectual Property Academe for his actions on behalf of Michael Kors in *Jianfa v. Michael Kors*;
- "Market-Leading Lawyer" 2019 by Asialaw Profiles;
- "Market-Leading Lawyer" 2018 by Asialaw Profiles;
- "The A-List 2018 China's Top 100 Lawyers" by China Business Law Journal;
- "The A-List 2017 China's Top 100 Lawyers" by China Business Law Journal;
- "Best Intellectual Property Lawyer 2016" by China Law & Practice;
- "Top 15 IP Lawyers in China" by Asian Legal Business in 2015 and 2016;
- "Top 15 Litigators in China" by Asian Legal Business in 2016;

- “Leading Lawyers in Asia” by Asia Law Profiles from 2014 to 2016;
- “Leading Lawyers” by Asia IP magazine in 2011;
- “International Leading Trademark Lawyer” by Who’s Who magazine in 2009;
- Director in the Beijing Lawyers Association.

## Publication

- “Progress in China's E-Commerce IP Rights Protection”, INTA Daily News, 2020
- “Examining patent strategies under the amended guidelines”, Managing IP, 2020
- “How far can the court extend its jurisdiction over standard essential patents?”, Managing IP, 2019
- “On the great progress of Chinese judgment execution”, INTA Daily News, 2019
- “How to win intellectual property litigation in China”, INTA Daily News, 2018
- “Analysis on the Case of If You Are the One”, Managing IP, 2017

## Education

- Visiting Scholar in Intellectual Property, Franklin Pierce Law Center, Concord, NH, US (2011)
- L.L.M., University of Political Science and Law (1991)
- B.A., Mudanjiang Normal University, Heilongjiang, China (1983)

## Bar Admission

- China Bar (1992)

## Languages

- Mandarin Chinese
- English