



Spring Chang
Founding Partner

Email: springchang@changtsi.com | Phone: +86 108836999

About Spring Chang

Named the World's Leading Intellectual Property Lawyer by Chambers & Partners, founding partner Spring Chang is a razor-sharp IP attorney who has advised and represented hundreds of major electronics, consumer, pharmaceutical, apparel and jewelry companies in the Chinese market, as well as Chinese companies overseas. Chang is well known for representing Best Buy in a precedent-setting trademark case that prompted China's Supreme Court to re-evaluate the kinds of evidence to consider in IP decisions.

She has been regularly ranked as the only trademark lawyer in the Band 1 tier of Chambers and Partners' Chinese legal listings—the publication praises her "great judgment" and "wealth of experience in serving well-known multinationals". Chang has earned an international reputation for creativity and efficiency during more than two decades of practice

One of the most influential IP attorneys in the world, Founding Partner Spring Chang has been representing hundreds of the world's leading firms in a wide array of business sectors such as consumer products, apparels, electronics, pharmaceuticals and jewelries. Her razor-sharp judgments as well as extensive knowhows in trademark and design patent law provide clients tailored legal solutions in a rapidly changing Chinese market.

Recognized as a "Elite Practitioner" by Asia Law Leading Lawyers as well as one of the "Influential Women in IP" and "Best Women Lawyers in China" by WIPR and Thomson Reuters ALB, Spring is also a competent public speaker and lecturer who has been invited constantly by renowned legal associations worldwide such as INTA, AIPLA, AIPPI, PLI and ABA to share her knowledge and insights with global legal experts.

Practice Areas

- Specialized in all aspects of intellectual property rights, including prosecution and enforcement of trademarks, design patent law, patents, copyrights, and domain names.

Years with IP Matters

- 1993 until now

Professional Experiences

- Founding Partner, Chang Tsi & Partners, Beijing, China
- Partner, Globe-Law Law Firm, Beijing, China
- Attorney at Law, Deheng Law Firm
- Visiting Attorney, Fross Zelnick Lehrman & Zissu
- Attorney at Law, Patent and Trademark Firm of China Council for the Promotion of International Trade
- Attorney at Law and Trademark Agent, State Planning Committee, General Office

Representative Cases

- Represented Tiffany & Co. since 2002 and filed large numbers of applications, oppositions, and declarations of invalidity. Recently, Chang helped Tiffany & Co. gain well-known status for its trademark, enabling Tiffany & Co. to strengthen and protect its brand from various infringers.
- Successfully persuaded the court to accept the Under Armour case, in which CNY 100,000,000 (roughly USD 15,000,000) was claimed in damages.
- In the past 5 years, Chang has filed 13 litigations on behalf of Levi Strauss & Co. (LS&Co), successfully helping Levi Strauss & Co. to gain well-known recognition for the "LEVI'S" word mark and the Two Horses Design by the Trademark Review and Appeal Board.
- Represented Encyclopedia Britannica in a trademark infringement case against Xinlei Publishing House; she successfully terminated all infringing activities, and the court awarded her client CNY 253,111 (roughly USD 40,824) in damages; she prepared a C&D letter, resulting in 34,500 returned copies of the infringing books and thus minimized the loss caused by the infringement.
- Successfully represented Graco, the leader in fluid handling systems and components industry, in an infringement case: Shanghai Sanqi was ordered to issue a public apology and pay CNY 4,000,000 (roughly USD 600,000) in damages.
- Represented PetroChina in a patent infringement case, worked closely with the inventors to clarify the invention process step-by-step, successfully highlighted the differences between the technical solutions, and protected the reputation of PetroChina.
- Effectively represented Dart Industries to stop third party infringement, wherein the court ordered the infringing party to stop all manufacturing activities, destroy all inventory, turn over all molds, and Dart received CNY 150,000 (roughly USD 22,000) in damages.
- Successfully represented Johnson & Johnson in several high stakes litigation cases (including criminal proceedings) before the Supreme People's Court of China.

Selected Awards

- "Gold-band Lawyer" by World Trademark Review in 2022;
- "Band 1 Lawyers on Intellectual Property: Non-litigation (PRC-firms) – China" by Chambers and Partners in 2021;
- "Global Leaders" by World Trademark Review in 2021;
- "WIPR Leaders" by World IP Review in 2021;
- "Leading Female IP Practitioners" by Managing IP in 2021;
- "Elite Practitioner" by Asialaw Profiles in 2021;
- "Elite Practitioner" by Asia Law Leading Lawyers in 2021;
- "Global Leader" by WTR in 2020;
- "Leading Lawyers" by Asia Law Profile in 2020;
- "Top 15 IP Lawyer" by ALB in 2019;
- "The A-List: China Elite 100 Lawyers by China Business Law Journal in 2019
- "Influential Women in IP" by WIPR in 2019
- "2018 ALB China Client of Choice" by Asian Legal Business in 2018;
- "Golden Award in Prosecution and Strategy" and "Silver Award in Enforcement and Litigation" by World Trademark Review 1000;
- "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;
- "Top 250 Women in IP" by Managing Intellectual Property;
- "Gold for Prosecution and Strategy" by World Trademark Review 1000 in 2017;
- "Leading Individual" by Chambers Asia Pacific in 2016;
- "Trademark Star – China" by Managing Intellectual Property in 2016;
- "Band 1 Intellectual Property Lawyer in China" by Chambers Asia Pacific from 2015 to 2016;
- "Top 20 Lawyers in China" by Asian Legal Business in 2015;
- Rank of silver No.2 in "Enforcement & Litigation Individual of the Year" recognized by World Trademark Review;
- "50 Litigators You Should Know" by Asia IP Magazine from 2013 to 2014;
- "Leading Lawyer" by Asialaw Profiles from 2012 to 2016 and from 2018 to 2019;
- "Most Highly Acclaimed Legal Experts" in Asia by Asia Law & Practice in 2011;
- "Top 10 lawyers" of the year in China by the Corporate Intl Magazine in 2011;

- “Leading Lawyer” by in Asia Pacific by Asia IP in 2010;
- “World’s Leading Trademark Lawyer” and “Law Expertise” by Who’s Who Legal in 2007, and “World’s Leading Trademark Lawyer” in 2014;
- “Leading Lawyers” in Beijing by Beijing Lawyers Association in 2005;

Education

- L.L.M., China University of Political Science and Law (1991)
- L.L.B., Liaoning University (1988)

Speech

- Trademark Prior Rights Protection, INTA, Florida, 2016
- IP Right Protection Strategy in Tradeshow in China, Kholer, Shanghai, 2018
- How to Deal with Large Number of Squatters in China, Fordham IP Conference, New York, 2019
- How to Deal with Rampant Copycats and Infringers in China, HGF Limited, US, 2020
- Cyber Security Law and IP Protection, Mondelez, online, 2020
- An Overview of Trademarks Protection & Enforcement in China, K&S Partners, online, 2020
- Time to Update Your IPR Strategy in Changing China, PLI (Practicing Law Institute), online, 2021
- Recent Changes in China Trademark Law and Our Take-aways, BBA (Boston Bar Association), online, 2022

Publications

- How Rising Filing Rates are Challenging Protection -CHINA IP FOCUS 2014;
- Protecting Your Brand Under the New Rules -China Law & Practice IP Focus 2014.
- The First Domain Name Dispute Case in China, Running to Catch Up (Hong Kong) -IP ASIA;
- Trademark Protection - Asia Law & Practice
- Protecting Intellectual Property Rights at Exhibitions-IP Review 2006;
- Protect Your Trademark from Genericide - Asian Legal Business;
- Trademark Protection - Asia Law & Practice;

Membership

- INTA (Member of Famous and Well-Known Marks Committee)
- Marques (Teams Member, 2019-2021)
- AIPLA
- AIPPI
- Practising Law Institute (Guest Lecturer, 2021)

Bar Admission

- China Bar (1992)

Languages

- English
- Mandarin Chinese