



Tracy Shen
Partner

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About Tracy Shen

Tracy Shen has practiced in the field of intellectual property law for over 10 years, with a focus on trademark law. She has in-depth experience in trademark litigation, trademark portfolio management and strategic counseling. Her experience covers all stages of the trademark lifecycle and consists primarily of procurement, oppositions and cancellation proceedings, portfolio management, strategic counselling, civil litigation and enforcement. She is highly skilled in assisting with trademark portfolio management, including selecting trademarks with particular value, filing, and enforcement strategies in accordance with clients' commercial objectives, preparing agreements related to assignment of IP rights and setting up guidelines for properly promoting, advertising and using trademarks both in-house and externally. Her experience extends to internet-related subjects like domain name cybersquatting and social media. She also supports clients regarding trade secret issues and non-disclosure agreements.

Tracy also supports clients in the design and development of product packaging and labeling. She counsels clients on the intellectual property implications of label designs, and provides legal guidance regarding compliance with trademark and advertising regulations that impact product packaging, labeling, advertising, and promotion. Tracy Shen is fluent in both English and Chinese.

Years with IP Matters

- 2006 until now

Professional Experiences

- Partner, Chang Tsi & Partners, Beijing, China (2014-now)
- Associate, Chang Tsi & Partners, Beijing, China(2008-2014)
- Associate, Kingsound & Partners, Beijing, China

Representative Cases

- Provide long-term full-range legal services for a leading US listed manufacturing company in IP related fields including filing, evaluation, IP DD, licensing, anti-counterfeit and infringement enforcement, customs protection and other disputes resolutions for over 10 years;
- Civil litigation case, representing Ambiq to successfully defend against infringement, which has been recognized as Typical 10 Cases of Shanghai Court, and Best 10 IP protection cases of Pudong Court.
- Civil litigation case, representing Guinness World Records to claim against Chery Automobile regarding trademark infringement and unfair competition, which has been recognized as Deals of the Year in 2017 by China Business Law Journal, and massively reported by China Business Law Journal and many other famous legal media for the first instance;
- Second instance case of Guinness World Records v. Chery was selected as 2018 Top 10 Typical Cases of Guangdong IP Court.
- Provide strategic and overall suggestions to a Canadian client to secure its rights over its commercial marks which are preempted by a local company by negotiation and litigation;
- Representing Amazon in many administrative litigations to acquire trademark rights with Beijing IP Court;
- Representing a local company to defend design patent infringement claim in the second instance with Beijing High Court;
- Representing a local company to defend in a partnership dispute for the first instance and get favorable decision;
- Representing a Denmark company to appeal against a domestic company regarding software infringement;
- Representing DFJ Dragonfound China in trademark infringement and unfair competition litigation and get

favorable first instance judgment which fully granted the claimed damages of CNY 2.8million and reasonable legal costs of 473,618;

- Counterfeit Siemens products criminal Crackdown Case
- Customs seizure and release cases representing a US company Iconix which involves OEM issues;
- Domain name dispute representing Tyco and other clients with ADNDRC (HK);
- Representing ITW in many criminal and administrative enforcement cases;

Education

- LL.M., Emory University School of Law (2015)
- L.L.M., Renmin University of China, Beijing, China (2006)
- B.A., Northeast China Dianli University, Jilin, China (2004)

Publications

- Practical Tips on Successful Defending Based on Prior Use, ZhiChanLi, 2020
- Company Name Infringement Complaint Guidance, IPRDaily, 2020
- How to win high compensation in trademark infringement cases, World Trademark Review WTR Oct./Nov. 2018
- The legal way of protecting trademark rights in China, China Business Law Journal, 2011
- Practice of administrative investigation on trademark infringement, IPR Daily, 2011

Bar Admission

- China Bar (2006)