

**Nana Zhang**

Counsel | Senior Trademark Attorney

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Nana Zhang has practiced in the field of intellectual property prosecution since her graduation in 2008. She has rich experience in trademark portfolio management and strategic counseling. Her experience extends to all stages of trademark prosecution work in both contentious and non-contentious matters, including but not limited to, trademark audit work, trademark clearance searches, recordals applications, oppositions, invalidations and cancellation proceedings. She is also skillful in copyright registrations and claiming prior copyrights in trademark contentious cases. By accumulation of experience for many years, she is sophisticated in quickly identifying the practical needs of clients and providing professional and strategic counseling to meet clients' requirements. Clients include multinational companies in various fields of e-commerce, telecommunication, banking, retailing, consumer products, industrial, medical, sports and apparel.

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**

- Specialized in trademark prosecution work covering all stages of trademark lifecycle, like trademark audit work, design, clearance search, trademark application, review application and administrative lawsuit; as well as other trademark prosecution work including maintenance, recordal of assignment/transfer, license; and trademark contentious actions, including opposition, invalidation, cancellation, investigation, negotiation, well-known trademark recognition, etc.
- Development of customized overall protection strategy
- Copyright registration, recordal of assignment and license
- Domain name prosecution, maintenance and dispute resolution actions
- Intellectual property due diligence work
- Recordal on license of music copyright

**Years with IP Matters**

- 13 years

**Professional Experiences**

- Counsel | Senior Trademark Attorney, Chang Tsi & Partners, Beijing, China (2010-Present)
- Assistant Trademark Attorney, China Sinda Intellectual Property Limited, Beijing, China (2008-2010)
- Assistant in Commerce Department, Henan ZYNP Corporation Co., Ltd., Henan, China (2005-2006)

**Representative Cases**

- Managed trademark, copyright and domain name portfolios, customized overall intellectual property protection strategy for many multinational corporations.
- Represented Citigroup as of 2011, provided volume trademark clearance search report and filing strategy, average chances of success reached 100% for represented invalidation cases;
- Provided innovative strategy for defense in non-use cancellation for one US social networking platform and gained praise from the client
- Handled hundreds of oppositions on behalf of one US sports brand company; successfully achieved well-known recognition of its trademark for many times in trademark contentious cases
- Successfully established copyright claim and achieved protection extended to various classes in many trademark contentious cases
- Represented one US fashion company to timely record the license of music copyright and assist in payment of license fees, to support the client's promotional activities
- Successfully represented a famous US company in handling more than 500 applications for recordal on trademark license agreement

### **Selected Awards**

- Elite-Class Trademark Specialist in 2023 Trademark Talent Pool of China Trademark Association

### **Publications**

- *Preventing and Responding to Trademark Genericization*, China Business Law Journal, 2014

### **Education**

- LL.M., Intellectual Property, George Washington University, Washington D.C., U.S. (2019)
- M.A., Jilin University, Changchun, China (2008)
- B.A., Jilin University, Changchun, China (2005)

### **Bar Admission**

- China Bar

### **Language**

- Mandarin Chinese
- English