

**Dr. Leslie Xu**

Counsel | Attorney at Law

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Dr. Leslie Xu is the head of Shanghai office. He has been focusing on intellectual property (IP) related practice and research since 2013. His practice areas cover the overall strategy of IP prosecution and enforcement, trademark and copyright infringement litigation and non-litigation dispute resolution, IP administrative protection, IP due diligence, IP licensing, online IP protection, domain name dispute resolution, anti-unfair competition, antitrust, etc. The sectors he serves include consumption and retail, manufacturing, leisure and catering, industry, technology, finance, energy, advertising, etc.

Dr. Xu has helped many clients, including Fortune 500 companies and start-ups, to formulate comprehensive IP protection strategies, and helped clients maintain IP rights in China through administrative, judicial channels, and beyond. During his work in Germany, he assisted several large Chinese companies in investment projects in Germany and Europe and provided local IP-related legal services. In addition, he has also provided IP due diligence services for investment and M&A projects of many well-known multinational companies, as well as filed applications for antitrust review of simple cases of concentration of undertakings.

Dr. Xu is a Humboldt Scholar and postdoctoral researcher. He was once sponsored by the Polish National Agency for Academic Exchange and ECUPL and engaged in academic research at the University of Warsaw and UC Berkeley. He was also awarded the 2021/22 German Chancellor Fellowship of Alexander von Humboldt Foundation and involved in academic research at the renowned Max Planck Institute for Innovation and Competition as a guest researcher. Much of his research output and interests focus on IP law's implications for society. He is particularly proficient in trademark law and is familiar with US, EU, and German trademark law.

Practice Areas

- Intellectual Property
- Dispute Resolution
- Antitrust and Anti-Unfair Competition

Years with IP Matters

- Since 2014

Professional Experiences

- Visiting Lawyer, Boehmert & Boehmert, Munich, Germany
- Associate, Shanghai Pacific Legal (Partnering with Norton Rose Fulbright), Shanghai, China
- Associate, Chang Tsi & Partners, Shanghai, China

Publication

- (In English) New Trends, New Possibilities: A Comment on the Proposed Fifth Amendment to China's Trade Mark Law, GRUR International - Journal of European and International IP Law, Volume 72, Issue 10 2023;
- (In English) Fighting against COVID-19 Related Trademark Applications: How China Reversed the Trend? China Intellectual Property (English version), Issue 98, 2020;
- Changes in the US Trademark Registration Examining Standard for Offensive Marks and its Inspiration: A Discussion Starting from COVID-19 Related Trademark Applications, *Intellectual Property*, Vol.1, 2021 (CSSCI);
- Green Technology Intellectual Property Protection under the Goal of Carbon Neutrality: Status Quo and Improvement, *Science Technology and Law*, Vol.6, 2021 (CSSCI);
- Understanding and Application of the "Adverse Effect" Clause of Trademark Registration: An Analysis Based on the Study of Comparative Law and Interpretation of Law, *Electronic Intellectual Property*, Vol.11, 2020 (CSSCI);
- Reflections on the Value of Punitive Damages in Intellectual Property Law from a Comparative Perspective, *Electronica Intellectual Property*, Vol.10, 2022;
- The Construction of Urban Soft Power from the Perspective of Intellectual Property: A Case Study of Shanghai,

Global Cities Research, Vol. 3, 2021;

- New Trends in the Administrative Protection of Trademarks: Comments on the 2017-2019 National Typical Cases of Administrative Protection of Trademarks, *IPR Daily*, July 17, 2020.

Education

- Postdoctoral research, IP, East China University of Political Science and Law
- Ph.D. in IP Law, East China University of Political Science and Law (2022)
- Co-supervision of Ph.D. Study, University of California, Berkeley (2020)
- Juris Master, East China University of Political Science and Law (2014)

Bar Admission

- China Bar

Languages

- Mandarin Chinese
- English