

**Laura Li**

Counsel | Senior Trademark Attorney

**Email:** Laurali@changtsi.com | **Phone:** +8610 88369999**About Laura Li**

Laura Li specializes in intellectual property including trademark prosecution and dispute resolution, copyright protection, clearance searches and assessment. As a senior trademark attorney with 12-year experience in the field of IP matters, she counsels clients on potential risk analysis and overall intellectual property strategy. She serves Fortune Global 500 companies in various industries including leading medical and pharmaceutical multi-national company, shoe & clothes, fashion, internet companies, industrial and retail. Laura is fluent in English and Chinese.

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, Singapore, South Korea, Vietnam etc.

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**Practice Areas**

- Trademark searching, filing, application and registration; copyright registration
- Represents clients for reviews of official refusal of a trademark application, oppositions, cancellation and invalidation proceedings before the China Trademark Office
- Conducts trademark searches and is involved in clearance projects involving the evaluation and analysis on the potential risk of trademark applications and use of trademarks.
- Provide trademark assignment/license services, including drafting of contracts related to trademark assignment/license, handling recordation at China Trademark Office
- Negotiate for global co-existence agreements and letters of consent, trademark purchase
- Advise clients on potential legal risk and protection for new brand selection and provide candidates for names
- Conduct investigation via internet in infringement and unfair competition cases and supervise on-site investigation; draft investigation report, legal advice and solutions
- Send demand letter to trademark squatter or infringer; follow up with the target; report to the client with our legal advice and solutions

**Professional Experiences**

- Trademark Attorney, Chang Tsi & Partners, Beijing Office (2009)
- Counsel | Senior Trademark Attorney, Chang Tsi & Partners, Beijing Office (2018)

**Representative Cases**

- Managed trademark, copyright and domain name portfolios, customized overall intellectual property protection strategy for many multinational corporations
- Provided feasible and innovative strategy for defense/attacking action in many non-use cancellation cases for clients
- Handled hundreds of opposition/invalidation cases on behalf of one world-wide leading medical & pharmaceutical and one

US sports brand company; successfully achieved well-known recognition of its trademark for many times in trademark contentious cases

- Recorded copyright registration for a US famous Internet company/fashion company and gathered evidence; successfully prevent the registration of pirated marks based on the copyright claim in contentious cases
- Provided assessment on trademark availability; gained the client's approval and praise
- Helped clients overcome the official refusal due to the absolute/relative reason by drafting innovative and persuasive grounds in many review of refusal cases
- Provided overall IP protection strategy in trademark infringement cases; attacked the pirated mark and stopped infringement successfully by taking series of legal actions

## Education

- Bachelor of Law , Shanghai International Studies University (2005-2009)

## Bar Admission

- China Bar (2011)