

**Sue Gui**

Attorney at Law; Counsel

Email: suegui@changtsi.com | Phone: +86 10 88369999**About Sue Gui**

Engaged in providing counselling services on a wide range of IP issues in China, in both contentious and non-contentious matters. Specialized in the development of broad focus IP protection and enforcement programs for multinational corporations. Involved in many administrative lawsuits and civil lawsuits for IP matters.

She has around 12 years' experience as IP lawyer in Chang Tsi & Partners. She can handle different types of IP disputes and is outstanding in domain name disputes, administrative litigation, and civil litigation and IP protection.

Practice Areas

- Specialized in many aspects of IPR enforcement in China, including prosecution and enforcement of trademarks, copyrights, and domain names. Help establish IP strategy for large enterprises with complex portfolios, IP enforcement actions, litigation, company name disputes, domain name enforcement, customs protections, etc. Dealt with more than 1,000 IP cases of different varieties. Expert advisor on the workflow of CNIPA, and Beijing IP Courts.

Years with IP Matters

Since 2010

Professional Experience

- Attorney at Law; Counsel, Chang Tsi & Partners since 2010.

Education

- LLB & English Literature (Double Major), Minzu University of China (2006-2010)

Representative Cases

- Represent different clients in more than 50 administrative litigations with favorable outcomes;
- Represent Ambiq Micro Inc. in the litigation filed by Ambitmicro in a trademark infringement litigation. The court support Ambiq Micro's defense and hold Ambitmicro's act constitute abuse of trademark right. The case is nominated as *the Typical 10 IP cases of 2019 year by Shanghai High People's Court and Shanghai Pudong District Court.*
- Represent different clients including Mead Johnson, Guinness, ITW, Charles Schwab in more than 40 domain name disputes and the results were all favorable for client.
- Represent Amazon in the series administrative litigations for AWS series marks, which help Amazon to gain rights for its important marks in China;
- Represent Lexington Furniture Ltd. vs. Tianjin Firstwood Ltd. in trademark infringement litigation.

Handled the enforcement work after the judgement and secured compensation from the infringer;

- Represent Guinness World Records Limited v. Chery Automotive Limited in trademark infringement litigation in the first instance. The result was favorable to Guinness and the court awarded compensation to Guinness.
- Successfully represent the Charles Schwab Group, Iconix Limited, GNC, etc. to file company name complaints with the Hong Kong Company Registry against HK companies.

Publications

- The growth of Chinese e-commerce platforms has been mirrored by increasing IP infringement.-INTA DAILY NEWS

Bar Admission

- China Bar

Language

- Mandarin Chinese
- English