

Eva Hu
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With 18 years of in-depth experience in intellectual property (IP) legal services, Eva Hu specializes in the prosecution and portfolio management of trademarks, copyrights (including software copyrights) and domain names, and is a core expert in cross-border IP services for foreign brands entering China and Chinese companies going global. She has won high recognition and long-term trust from clients in dozens of countries and regions worldwide with her professional and rigorous legal advice, international business-legal thinking, comprehensive and meticulous full-process services, efficient and timely feedback, as well as multilingual communication and collaboration capabilities.

Her clients include Fortune 500 multinationals, industry-leading brands and Chinese-funded overseas enterprises, across industries including auto parts, infant formula, laboratory equipment, fintech and software. Always standing from the perspective of clients' global layout, she customizes legal service solutions by integrating IP rules of different jurisdictions with clients' business characteristics to maximize clients' global IP interests. Equipped with both the professional legal literacy of external attorneys and the business thinking of in-house legal counsel, she provides comprehensive management of IP portfolio such as trademarks, copyrights (including software copyrights) and domain names for numerous multinationals, and is deeply involved in the formulation and implementation of international IP strategies, laying a solid IP strategic foundation for the global business expansion of her clients. She also conducts IP due diligence for cross-border mergers and acquisitions.

She provides full-range IP legal services in Mainland China, and is proficient in managing trademark and copyright filings, oppositions and coexistence negotiations in Hong Kong, Macao and Taiwan of China, neighboring countries including Mongolia, India, Malaysia, Vietnam, Laos and Cambodia, as well as major jurisdictions in Europe, America and Southeast Asia, creating a one-stop cross-border foreign-related IP legal service system.

Practice Focus

- Copyright
- Trademark
- Dispute Resolution
- Litigation

Years with IP Matters

- 2007 until now

Professional Experiences

- Partner/Attorney at Law, Chang Tsi & Partners, 2007-present

Representative Matters

- Provided portfolio management services for trademarks, copyrights (including software copyrights) and domain name assets to multiple Fortune 500 multinationals, covering China, Southeast Asia and other countries and regions. The services include IP portfolio establishment, cross-border registration, daily maintenance, brand licensing and value enhancement, software copyright registration, administrative and judicial remedies for infringement, helping clients realize standardized and refined operation of global IP assets.
- Secured well-known trademark recognition for a top US multinational dairy powder enterprise in trademark opposition cases. Relying on the cross-class protection principle, she prevented malicious imitation and registration by domestic entities, and provided legal support for the enterprise's trademark protection in other Asian regions, realizing cross-border and cross-domain brand protection.
- Represented a well-known US multinational auto parts enterprise in handling its trademark and copyright conflict cases in China, the US and multiple European countries. By collaborating with local law firms and drafting a global trademark coexistence agreement, she successfully prevented or revoked the registration of more than 30 infringing trademarks, and reached a global agreement to avoid subsequent infringement, achieving cross-jurisdictional coordinated protection of IP rights.
- Represented a renowned Hungarian laboratory equipment company in combating trademark squatting by its domestic distributor, and provided a comprehensive strategy for IP establishment and rights protection covering trademarks, copyrights (including software copyrights) and domain names. With a unique perspective and solid evidence presentation, she won the key cancellation case, revoking the distributor's squatted trademark registered for more than 15 years, and cleared a number of other squatted trademarks and improper software copyright registrations. This removed IP obstacles for the client's business operations and helped the client recover direct losses of more than 600,000 Euros. Meanwhile, she assisted the client in completing the comprehensive registration of trademarks, copyrights (including software copyrights) and domain names in China and other Asian countries, building a solid foundation of IP registration rights for the client.
- Provided cross-border software copyright registration strategies to multiple multinational technology

enterprises, and established brand and software combined protection system. For a well-known Australian tablet drawing software service enterprise, she provided software prosecution and enforcement strategy to consolidate the IP right foundation, and initiated litigation on this basis, successfully cracking down on pirated software.

- Managed domain name registration for a US fintech client, and successfully recovered the important domain names maliciously cybersquatted through domain name arbitration.
- Provided IP due diligence services for a top US manufacturing enterprise in more than 10 merger and acquisition projects. For example, in the project of the enterprise acquiring a domestic food industry company, she conducted full-dimensional foreign-related IP due diligence, comprehensively verified trademarks, copyrights (including software copyrights), domain names and other assets, sorted out a number of right defects and issued targeted solutions. This provided legal support for the smooth completion of the transaction and subsequent IP integration, and guaranteed the compliance of the brand's global operation after the merger and acquisition.

Ranking and Recognition

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

Education

- Master of Business Administration, Minzu University of China (2016)
- Bachelor of Both Law and Literature, Minzu University of China (2007)

Publications

- Can Trademarks Containing Place Name be Registered? Published on IPR Daily in 2021
- Examination Practice on Acceptance of Letter of Consent, Published on IPR Daily in 2022
- Name Rights Vs. Trademark Rights- Protection of the Name Rights of Deceased Celebrities, Published on IP ForeFront in 2024

Professional Membership

- INTA, Non-Traditional Marks Committee, Member
- Trademark Talent Pool of China Trademark Association, Senior First-Class Talent

Bar Admission

- China Bar

Languages

- Chinese
- English