



**LIFANG & PARTNERS**  
立 方 律 师 事 务 所

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## **LIU Junhong**

### **Partner**



### **Areas of Practice**

Ms. Liu's major practice areas are foreign investment, corporate law and intellectual property. She has extensive experience in providing specialized legal services for overseas investments, M&As and IP rights protection.

Able to work in both English and Chinese, she has been actively involved in a number of foreign investment projects, representing a diverse range of large multinational companies and foreign enterprises with their direct investments in China. She is experienced in representing Chinese and foreign investors during trans-border deals. Her expertise covers energy, media, high-tech IT and advertising industries. She helps her clients maximize their profits while structuring their investments according to the law. After their initial investments, she advises her clients on continuing developments in Chinese law, administrative regulations and policies that affect their Chinese operations.

She has acted as permanent legal counsel for a number of enterprises and government departments in a wide range of business sectors, including insurance, software, internet, telecommunications, e-commerce, medicine, energy, banking, real estate, publishing and entertainment media. She is familiar with the conventions or usual practices of the relevant industries and offers practical, well-grounded, legal advice.

In the intellectual property field, she has handled a great number of litigious and non-litigious matters involving trademarks, copyright, domain names, information networks, and unfair competition and technology contracts. Her expertise is especially strong in the construction, implementation and administration of corporate IP portfolios; administrative procedures involving trademark registration, opposition and review; well-known trademark recognition; copyright and trademark infringement litigation; trade secret protection and infringement litigation; and litigation and arbitration involving domain names, information networks and unfair competition.



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## **Working Experience**

Ms.Liu began her legal career in 2002 and joined Lifang & Partners in 2004. She is now a partner of the firm and heads the Corporate Department.

## **Education**

- M.A., English, University of International Business & Economics
- LLB, Economic Law, Law School of Huazhong University of Science & Technology

## **Qualifications**

- Chinese Licensed lawyer

## **Working Languages**

- Chinese
- English