

Beijing Office

12th Floor, Shun Tak Tower, 1 Xiangheyuan Street, Dongcheng District,
Beijing, P. R. China 100028
Tel: +8610 6409 6099
Fax: +8610 6409 6260 / 64096261
Email: info@lifanglaw.com

Guangzhou Office

3903-04, Building G, G. T. Land Plaza, No. 16, Zhujiang East Road, Zhujiang New Town, Tianhe District,
Guangzhou, Guangdong Province, P. R. China 510623
Tel: +8620 8556 1566 / 8556 1660 / 3889 8535
Fax: +8620 3869 0070

Wuhan Office

19th Floor, Guangda Building, No. 1, Youyi Avenue, Wuchang District,
Wuhan, Hubei Province, P. R. China 430060
Tel: +8627 8730 1677
Fax: +8627 8665 2877

Shanghai Office

1702, 17th Floor, Shanghai Huadian Tower, No. 839, Guozhan Road, Pudong New Area,
Shanghai, P. R. China 200126
Tel: +8621 5850 1696
Fax: +8621 6838 0006

Shenzhen Office

1702, Building A, Aerospace Science and Technology Square, No. 168, Haide Road 3, Nanshan District,
Shenzhen, Guang Dong Province, P. R. China 518034
Tel: +86755 8656 8007 / 8656 8070
Fax: +86755 8656 8072

Haikou Office

Room 6B, 6th Floor, Penghui International Building, 20 Heping Avenue, Meilan District,
Haikou, Hainan Province, P. R. China 570203
Tel: +86898-66259731

Korea Office

5th Floor, ILJIN Building, 45, Mapo-daero, Mapo-gu,
Seoul, South Korea
Tel: +0082 02 6959 0780
Fax: +0082 02 2179 9332
Email: korea@lifanglaw.com



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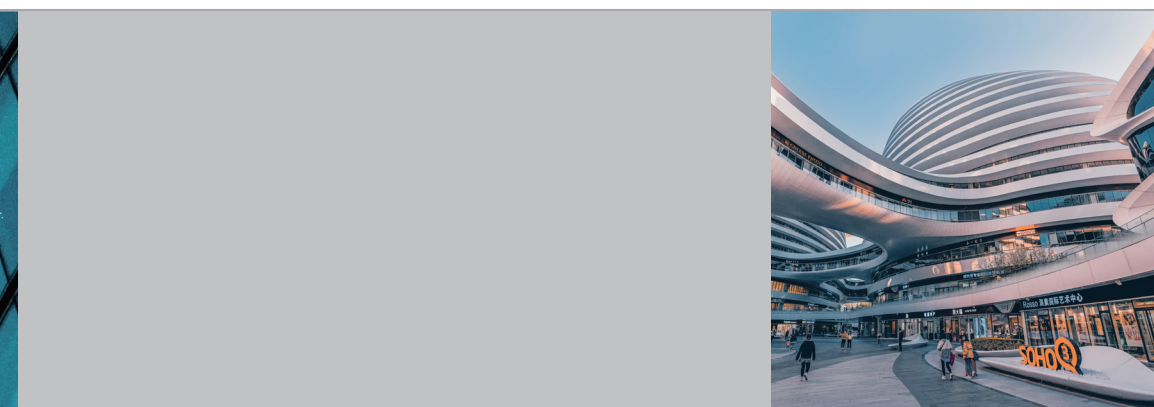




INTELLECTUAL PROPERTY

Lifang & Partners is one of the few go-to firms for high-profile intellectual property issues in China. Many of our qualified lawyers have also had a technical or scientific education. Additionally, some of them had previously worked in the Chinese Central Government and the courts before they embarked upon their careers in private practice. Such a blend of diverse academic achievements and rich career experiences help us to quickly understand our clients' complex legal, business, and public policy challenges, allowing us to offer practical legal solutions. We encourage our lawyers to combine their academic knowledge with their practical experience to provide efficient, high-quality legal services.

Lifang & Partners' intellectual property litigation team profoundly understands technology, possesses strong industry knowledge, and has a proven track record of success. As our clients' businesses have traditionally focused on creating and marketing products rich in intellectual property, enforcing IP rights and defending against claims of infringement or misappropriation have always been critical components of our firm's practice. Our litigation team aggressively and successfully pursues our clients' interests in complex disputes over patents, trademarks, copyright, trade secrets, unfair competition, and other matters.



We have won the following awards:

- Band 1 Intellectual Property Litigation Law Firm, Chambers Asia Pacific Guide
- Leading Intellectual Property Litigation Law Firm, Chambers Greater China Region Guide
- Band 1 Intellectual Property Law Firm, The Legal 500
- A PRC winner for Competition and Antitrust, Intellectual Property (Patent), and Industrial Manufacturing, China Business Law Awards
- "Copyright Firm of the Year", Managing IP Asia-Pacific Awards
- Tier 1 IP Law Firm on Patents and Copyright/Trademark, ALB China
- AAAAA Patent Agency by Beijing Patent Attorneys Association

Patent Prosecution

Lifang & Partners was officially approved to handle patent prosecutions by the State Intellectual Property Office in 2008. Because we have significant litigation experience, we prevent many problems from arising by handling prosecutions correctly. Many of our team members are licensed as both Patent Attorney and Lawyer, meaning that they can handle patent prosecutions and provide other IP legal services such as patent re-examination, invalidation and litigation. We are familiar with every aspect of patent law and apply a patent litigator's mindset along with business operation thinking to patent prosecutions. We can foresee litigation risks and operational problems when designing patent protection strategies, drafting patent application documents, and responding to office actions.

In addition to patent prosecutions, we also provide counselling for patent licensing transactions, conduct patentability analyses, and evaluate and manage corporate patent portfolios. Our Patent Attorneys are qualified to represent clients in fields such as electronics, food, medicine, chemistry, machinery, communications, computers, biotechnology, and others.



Patent Litigation

Patent litigation is Lifang & Partners' core practice area and traditional strength. Our patent litigation team includes over 30 professionals, with over 20 in Beijing. Our team members all have either scientific or engineering qualifications, along with legal qualifications.

Our expertise and fame in litigation come from handling hundreds of complex patent infringement and invalidation cases. This experience allows our patent litigation team to provide our clients with precise and effective litigation strategies.

We have also participated in almost all the major SEP litigations in China. With our capability to handle both patent and FRAND issues, we can offer our clients optimized litigation strategies to maximize their interest. We are also experienced in advising clients on SEP-related licensing negotiation, patent filing and analyzing, etc., thus we are proud to provide one-stop SEP-related legal service from patent filing and dispute resolution.

Notable Cases

- Represented **Samsung** in series of patent infringement and FRAND rate-setting cases
- Represented **Xiaomi** in antitrust and rate-setting litigation, and in response to NPE challenges
- Represented **Sony** in patent infringement and invalidation disputes
- Represented **Novartis** in patent invalidation dispute
- Represented **MTK** in series patent infringement disputes with NXP
- Represented **Dyson** in design patent infringement and invalidation cases
- Represented **Sogou** in series patent infringement and invalidation disputes with Baidu
- Represented **POSCO** in patent invalidation dispute
- Represented **Solvay** in series patent infringement and invalidation disputes
- Represented **a Japanese chemical company** in patent invalidation

Trademark Prosecution

Lifang has a thriving and diverse trademark practice that includes all aspects of brand protection. Our firm's trademark attorneys have represented numerous clients in a wide range of trademark-related matters.

Our pro-active trademark service team combines strong professional knowledge and efficient IP management systems, to provide our domestic and foreign clients with high quality legal services. We manage client matters with a client-based project team responsibility system, which can not only guarantee that the director of project team will have a good command of the overall situation of a given client's trademark portfolio, but also allow Lifang & Partners to mobilize all of the firm's resources to provide clients with services in multiple related areas.

We are poised to offering all-rounded trademark services including portfolio planning, pre-filing search, trademark monitoring, administrative raids and appeal of administrative decisions. Our areas of expertise include the following:

- Consultation relating to trademark design and protection, and drafting of a comprehensive plan for trademark and brand protection upon request
- Trademark search and monitoring
- Filing of trademark registration application
- Representation in trademark opposition, review/adjudication, disputes and cancellation of improper registration
- Appeal of decisions of the trademark administration
- Tending maintenance and renewal of registered trademarks and filing amendments
- Filing for enforcement of trademark rights and brand protection at customs, and offering training in this regard
- Conducting investigation and collecting evidence in trademark infringement cases
- Filing complaints to the State Administration for Market Regulation Administration for Industry and Commerce, the Quality Inspection Administration or the Police for administrative crackdown of counterfeits
- Filing civil and criminal suits against trademark infringement, and claiming compensation on behalf of clients
- Drafting, revising and reviewing legal documents relating to trademark licensing or assignment, providing legal support in IP transaction
- Conducting due diligence relating to share conversion of trademark rights, trademark licensing, assignment and other transactions
- Formulating global strategy on brand protection and licensing
- Services to add IP value including brand value assessment and brand licensing



Trademark Litigation

Lifang & Partners represents numerous famous brands and assists them in making trademark applications, filing oppositions, seeking reviews and adjudications, and achieving recognition as well-known trademarks. Our trademark service team is experienced in dealing with complicated trademark disputes and has accumulated abundant experience in trademark litigation.

In trademark infringement disputes, Lifang & Partners, with the support of a strong investigative team, formulates and implements different litigation strategies according to the situation's specific needs. We not only win many cases but also recover substantial damages for our clients. Many of our cases have stimulated significant industry changes both locally and nationally. Such cases have also been designated as Top 10 Cases or Guiding Cases.

In criminal trademark litigation, Lifang & Partners' trademark litigation team has offered a lot of support and assistance to the Administration for Industry and Commerce, the Public Security Bureau, and the People's Procuratorate by providing clues, identifying criminal facts, and collecting evidence.

Lifang & Partners attorneys have handled many important and complicated cases. The JACK&JONES trademark infringement case is the first notable successful action in cracking down counterfeits on the Internet and was selected as the Supreme People's Court's one of the three model cases for providing guidance in judicial practices relating to trademark disputes in 2013. The HOTATA trademark infringement case was recently included in the leading IP Cases of 2022 released by the Supreme Court.

Notable Cases

- **The Heinz trademark disputes** – well-known trademark recognition enables cross-class protection
- **"The Voice of China" trademark infringement** – novel legal issues and complicated business objectives
- **JACK&JONES trademark infringement case** – cracking down online counterfeits shops
- **HOTATA trademark infringement case** – one of the Supreme People's Court's 50 Notable IP Cases in 2022, redefining the conditions of allowable extension of trademark registration
- **Judicial Determination of “国美电器 GOME” as a well-known trademark** – the first case of the kind adjudicated by a Chinese court
- **PICC Property and Casualty Company Limited (PICC) domain squatting case** – one of the earliest cases involving domain squatting that was found to have infringed a trademark or trade name in violation of the Anti-Unfair Competition Law



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They always provide us with well thought-out strategies that cover multiple contingencies. They are well prepared for meetings and hearings. They respond promptly and comprehensively to any questions that we have.

—Chambers

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Copyright

Lifang & Partners provides professional and high-quality services for industries where copyright is essential assets, such as in IT, software, database, culture, journalism, publication, motion picture, television, entertainment, music, video, fine arts and artwork. With our solid professional knowledge and practical experience, our firm has been playing an active role in the protection and enforcement of copyright.

Our copyright service team is experienced in providing inventive legal service in handling copyright registration, including computer software registration, homemade software registration and software products registration, as well as complicated copyright disputes, including the disputes over computer software infringement, database copyright infringement, author and publication of literary works, musical works, film and television programs, fine arts and architectural works. Our team is equipped with senior copyright attorneys with plentiful practical experiences, who are familiar with the features of various types of copyrights and capable of providing best advice to protect our clients' copyrights.

Notable Cases

- American Superconductor v. Sinovel – claimed the largest damages in IP infringement cases in China
- The Microsoft legalization campaign – series cases to enforce copyright
- Dassault v. Baic Yinxiang Automobile – first and biggest computer software infringement case in the western region of China
- Adobe v. Ourpalm – This case has been commended by the Beijing Intellectual Property Court and has been cited in quite a few articles and judicial publications.

