



Yunze LIAN

Founding Partner

JADONG IP LAW FIRM

Professional Experience

Mr. Lian is the Founder and Head of Jadong IP Law Firm. Previously, he was also the Founder and Head of the Patent and Trademark Group of Hylands Law Firm as well as an IP investigation company, ABIDA.

He is a member of the first group of Chinese lawyers to emerge since China restored its lawyer system in 1979. From 1982 to 1985 he worked with CCPIT Legal Advisory Office, the predecessor of China Global Law Firm. From 1985 to 1996 he worked with CCPIT Patent and Trademark Law Office, during which time he worked for four years with CCPIT's Office in Canada and worked for few months in an Italian IP firm. From 1997 to 2001 he worked with C & M Law Firm as a co-founder, specializing in IP. From 2001 to 2017 he worked as senior partner with Hylands Law firm, specializing in IP. In early 2018 he founded Jadong IP Law Firm.

Since 1985 he has been practicing law in IP field for 35 years. His practice area includes trademark, copyright, unfair-competition, domain name and IP litigation. He has extensive experiences in trademark prosecutions, covering filings, oppositions, reviews, invalidations, cancellations and renewals. He also has extensive experiences in trademark prosecutions, covering anti-counterfeiting investigations, raid actions and litigations.

In respect of anti-counterfeiting service, he founded an anti-counterfeiting investigation company and set up anti-counterfeiting teams in Beijing, Guangzhou, Shenzhen and Shanghai, which successfully carried out thousands of investigations and raid actions against counterfeiters of many well-known international trademarks. Through raid actions under his management, many counterfeiters have been sentenced to imprisonment. He made "Brand Protection Package" for many well-known international brands, which includes trademark applications, anti-counterfeiting investigations, AIC raid actions, police raid actions, compensation litigations, infringement litigations and administrative litigations. He is recognized as an anti-counterfeiting expert both by the international brand owners and IP community in general. He has acted as a committee member of the Anti-counterfeiting Committee of INTA for two terms and moderated INTA's session on criminal actions against counterfeiters in China.

He has very good experience in making clients' trademarks recognized as well-known trademarks in both trademark prosecution and enforcement. He also made clients' trademark listed in the Well-known Trademark Protection List of AIC.

In respect of domain name service, he is a member of the first group of Chinese lawyers providing domain name services and set up a domain name service team. He is a panelist of the CIETAC Domain Name Dispute Resolution Center, the Asian Domain Name Dispute Resolution Center as well as Hong Kong International Arbitration Center. He has made more than 90 domain name decisions and gave presentations on domain names in national and international conferences, like AIPPI, conferences of Asia Domain Name Dispute Resolution Center, Hong Kong internet conference, first national conference on domain names as well as domain name panelist seminars. He is a frequent speaker in many international conferences, like INTA, AIPPI, MARQUES.

Management Experience

He founded and managed several IP service providers, like the Patent and Trademark Group of Hylands Law Firm, Jadong IP Law Firm and an IP investigation company, ABIDA. His principle is that the best services derive from an intense specialization of services. The more specialized we are, the better services we will provide to our clients. Quality is guaranteed by specialization.

Under this principle, in order to achieve the level of quality provided by specialization while still offering a wide range of services, he set up and managed several specialized teams, trademark team, patent team, copyright team, anti-counterfeiting team, domain name team, litigation team as well as business development team. Even among these teams, some bigger teams have formed several specialized sub-teams, to deal with especially complex issues. In trademark team, he set up trademark outbound team, inbound team, domestic team and management team. In patent team, he set up mechanical sub-team, electrical sub-team, chemical sub-team and management sub-team. In anti-counterfeiting team, he set up investigation sub-team, AIC protection sub-team, internet protection sub-team and customs protection sub-team. Cases are handled by the teams or lawyers specializing in that area. Such specialization guarantees the quality of the service and makes the service very efficient.

When clients require services that cover several different IP fields, the teams will cooperate to form a large, comprehensive, and co-ordinated working team, which offers an outstanding capability to provide the best legal professional services to protect clients' interests.

In respect of anti-counterfeiting and business development, he set up offices and teams in Beijing, Shanghai, Guangzhou and Shenzhen. As to domain name services, he set up a domain name team, which make the Patent and Trademark Group of Hylands Law Firm become a licensed agent for the registration of key words and wireless key words.

Business Development Experience

To promote IP service in a general practice law firm, in 2003 he set up and managed the Patent and Trademark Group in Hylands Law Firm. The setting up of the Group and providing patent and

trademark agent services in a general practice law firm made Hylands one of the leading general practice law firms in China in respect of IP services.

As to the numbers of IP professionals, Hylands was one of the largest law firms. Under his management, within 5 years, in 2003 Hylands was recognized by *Managing Intellectual Property* as TOP 30 IP Firms in Asia-Pacific Region. In the early years of IP development, his IP management played an important role in making Hylands recognized as a leading IP firm by *Managing Intellectual Property*, *World Trademark Review*, *Legal 500*, *Chambers Asia-Pacific*, *Asia IP* and *Asia Law*.

He did lots of international promotions, which made Hylands well-known among world IP professionals. His promotion includes the followings:

- . Giving presentations in international conferences, like INTA, AIPPI, MARQUES
- . Holding seminars during the days of INTA Meetings, including the seminar held in conjunction with China Trademark Association
- . Setting up exhibition booth in INTA Meeting
- . Giving presentations in the conferences held by U.S. organizations, including Los Angeles IP Association.
- . Holding road shows in Germany, France and U.K.
- . Giving presentations in the internal seminars of the law firms in Europe and U.S.
- . Holding seminars in China and other countries in conjunction with European and U.S. law firms
- . Holding training classes in China on China IP issues in conjunction with U.S. law school. The attendees were U.S. law school students and senior managers from U.S. and European companies.
- . Keeping frequent visits and meetings with international IP professionals
- . Involving writing IP books published internationally and publishing articles and advertisement in international IP publications

Awards

He has been recognized for many years as a leading IP lawyer by a variety of legal publications.

. *Managing Intellectual Property (MIP)*

Recognized as an IP Star (The World's Leading IP Firms and Practitioners) for 2016, 2017, 2018, 2019, 2020

. *World Trademark Review (WTR)*

Recognized as a leading trademark expert (The World's Leading Trademark Practitioners) for 2014, 2015, 2016, 2017, 2018, 2019, 2020

. *Chambers Asia - Pacific*

Recognized as a leading IP lawyer for 2014, 2015, 2016

. *Asia Law*

Recognized as an Asia Law Leading Lawyer in IP for 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

. *Asia IP*

Recognized as an Asia IP Expert for 2016, 2017, 2018, 2019, 2020

. *Expert Guide*

Recognized as a Trademark Expert for 2014, 2016, 2018

Membership

- . Panelist of the CIETAC Domain Name Dispute Resolution Center
- . Panelist of the Asian Domain Name Dispute Resolution Centre
- . Panelist of the Hong Kong International Arbitration Center
- . Committee member of Internet Committee of INTA (International Trademark Association) and former committee member of Anti-Counterfeiting Committee of INTA
- . Committee member of the China Team of MARQUES (European Trademark Owners Association)
- . Member of AIPPI (The International Association for the Protection of Intellectual Property)
- . Member of ECTA (European Community Trademark Association)
- . Member of Beijing Lawyers Association

Publications

He is a co-author of the books published by the European publishers:

. *Patent Litigation 2006/2012*

European Lawyer Reference/Thomson Reuters

. *Trade Mark Litigation 2008/2013*

European Lawyer Reference/Thomson Reuters

. *Copyright Litigation 2010/2015*

European Lawyer Reference/Thomson Reuters

. *International Trademark and Sign Protection 2010*

C.H.Beck.Hart.Nomos

. *Getting the Deal Through - Domains and Domain Names 2014*

Law Business Research Ltd.

. *Domain Name Law and Practice 2015*

Oxford University Press

. *Luxury Law - Jurisdictional Comparisons 2016*

The Global Legal Post Reference

He writes extensively in international publications on intellectual property:

. *Chinese Trademark Infringement, The SAIC and the AAIC*

Trademark World – June 1988

. *Trademark Licensing in China*

les Nouvelles – September 1990

. *Provisions in Chinese Trademark License Agreements*

Trademark World – March 1991

. *Law Enforcement Strategies*

Managing Intellectual Property – June 2008

. *Chinese Characters VS Transliteration*

MARQUES – 2010

. Chinese Language Trademarks

Managing Intellectual Property – April 2019

Education and Qualification

University of International Business and Economics Beijing, B.A - 1982

Law School of Peking University, Diploma - 1984

Attorney-at-law - 1985

Languages

Chinese - English