



# Hanhui Sun

**Partner**

**Beijing Jingyue Law Firm**

**T: +86 18910872001**

**E: [sunhanhui@jingyuelaw.com](mailto:sunhanhui@jingyuelaw.com)**

## Background Information:

Master Degree in Civil and Commercial Law, Renmin University of China Law School

## Professional Areas:

Internet intellectual property rights, domain name disputes, E-commerce, corporate governance, and litigation/arbitration.

## Language

- Chinese, English

## Qualification and Professional Affiliations

- Lawyer's Qualification of People's Republic of China
- Domain Name Panel listing on CIETAC Online Dispute Resolution Center
- Deputy Secretary General of China Electronic Commerce Association Network Intellectual Property Promotion Center
- Office Director of Internet Society of China Policy and Resources Committee
- Founding Secretary General of Anti-Phishing Alliance of China

## Major Practice Experience

- As the former General Counsel of China National Network Information Center (CNNIC), Mr. Sun was involved in drafting and revising relevant laws and policies of the Internet such as the *Telecommunications Act of People's Republic of China*, *Measures for the Administration of Internet Domain Names of China*, etc. and promoted the development of the Internet industry. As China's Internet legal representative, Mr. Sun participated in United Nations Commission on International Trade Law Online Dispute Resolution with the representatives from Ministry of Commerce of the People's Republic of China, and formed the legal document on cross-border e-commerce Internet dispute resolution based on China's scheme: *Technical Guidance on Online Dispute Resolution*.
- As the Domain Name Panel of experts of CIETAC, Mr. Sun has arbitrated over ten cases, such

as CITEC Case No. CND-2019000014(marin.com.cn), Case No.CNX20100001(中智信达.mobi),

CNM-2010000001 (哈尔斯), Case No.CNM-2009000001 (凤铝) and etc.

- Helped Beijing Organizing Committee for the Olympic Games (BOCOG) to formulate the plan, registration and protection strategy of their domain name, and helped Bureau of Shanghai World Expo Coordination to formulate the plan, registration and protection strategy of their domain name.
- Provided legal services for many famous enterprises in China including China Internet Network Information Center (CNNIC), ENN Group, etc. in thousands of cases of trademarks registration, and in dozens of trademark oppositions and reviews.
- Provided legal services of the application for generic top-level domain names and operation for the famous organizations including CITIC Group, Sohu, etc.
- Cooperated with the competent authorities including the industry and commerce bureau, the public security bureau, the communications administrations, ect. and investigated and punished more than 20 Internet companies infringing the trademark and company name of CNNIC.
- As the legal counsel of a Chinese listed company, Mr. Sun established the corporate contract management system, designed the corporate governance framework, and assisted the company to list in the Shenzhen Stock Exchange.

### Academic Research and Overseas Communication

- *Domain Name Dispute Resolution and Prevention*, CNNIC Communication, 2005
- *Comments on the Newly Revised CNNIC Domain Name Dispute Resolution Policy*, Electronics Intellectual Property Magazine, 2012
- *China Internet Development Report*, in charge of policies and laws, Posts and Telecom Press, 2007
- *The International Comparative Study of the Domain Name Dispute Policy*, South Korea Busan college Chinese Studies Magazine, 2015
- On behalf of Chinese Internet industry, participated in the international conference held by UNCITRAL, ICANN, WIPO, ADNDRC and APWG, and made speeches on management policy and practice of Chinese Internet and domain name.