

Julia (Hongbo) ZHONG

Lee and Li – Leaven IPR Agency Ltd.

Unit 2202, Tower A, Beijing Marriott Center,

No. 7, Jian Guo Men South Avenue, Beijing 100005, China

E-mail: juliahbzhong@sina.com

Tel: +86 (0)10 8518-7141 Ext. 15 (Office)

Nationality: Chinese



Dispute Resolution Training & Experience

Intellectual Property and Domain Name Experience:

Ms. ZHONG has been serving as an arbitrator with the Domain Name Dispute Settlement Center of the China International Economic and Trade Arbitration Commission for ten (10) years. She has a wealth of practical experience in law in the fields of trademark arbitration and litigation, computer software registration, domain name registration and dispute resolution, trademark application and protection, trademark strategy planning and literary property protection. Ms. ZHONG has worked on many IPR protection cases on behalf of a large number of multinational corporations and Fortune 500 companies. Ms. ZHONG has been invited to give presentations and has held numerous seminars at a variety of IPR summit forums.

Arbitration and Mediation Experience:

With almost twenty-five (25) years of working experience in the intellectual property field, Ms. ZHONG has been handling or has been leading her firm's professional teams handling a large number of IP dispute cases. Many cases were settled by arbitration or mediation. Meanwhile, she has been serving as an arbitrator at the Domain Name Dispute settlement Center of the China International Economic and Trade Arbitration Commission for ten (10) years. A number of arbitration decisions regarding domain name disputes have been made by her.

Overseas IP Dispute Settlement Experience:

Ms. ZHONG has been grown the firm's professional teams under her leadership which have been working on many overseas trademark registration and protection cases on behalf of a large number of corporations and entities, such as CHIA TAI Group (CHIA TAI China), UNI-PRESIDENT Group (UNI-PRESIDENT CHINA HOLDINGS LTD.), HEHA GLOBAL INNOVATIONS LIMITED (affiliated with LKK Health Products Group Ltd.) China United SME Guarantee Corporation, etc.

Career

- 2004–present Vice President, one of the founders of Lee and Li - Leaven IPR Agency Ltd.
- 1995–2004 Trademark Attorney, China Patent Agent (H.K.) LTD.

Memberships

- Member, China Trademark Association (CTA)
- Member, International Trademark Association (INTA)
- Member, FICPI
- Member, AIPPI
- Member, Institute of Trade Mark Attorneys (ITMA)
- Member, INTA bulletin Committee
- Member of MARQUES and Chair of the MARQUES China Team
- Arbitrator, Domain Name Dispute Settlement Center of the China International Economic and Trade Arbitration Commission
- Expert committee member, the intellectual property case guidance research base of the Supreme People's Court in Beijing (2015-2019)

Areas of Expertise

Civil and Commercial Law, Intellectual Property Law

Legal Education and Qualification

Master's degree in Civil and Commercial Law at Renmin University of China

Master's degree in Intellectual Property Law at Cardozo Law School, Yeshiva University of the United States

Admitted to the Chinese Bar in 1997

Qualified as a Chinese Patent Attorney

Language

Chinese and English

Selected Publications

1. CHINA: SAIC Issues Plans Regarding Trademark Examination
—(INTA BULLETIN, Vol.65 No.3, February 1, 2010)
2. CHINA: New Rules for Cosmetics Names Take Effect
—(INTA BULLETIN, Vol.65 No.8, April 15, 2010)
3. CHINA: SAIC Announces New Formality Requirements for Trademark Application Forms
—(INTA BULLETIN, Vol.65 No.13, July 15, 2010)
4. CHINA: SAIC Maintains Practice of Signing Trademark Application Forms
—(INTA BULLETIN, Vol.65 No.14, August 1, 2010)

5. CHINA and TAIWAN: Recognition of Priority Claims on Both Sides of Taiwan Strait
—(INTA BULLETIN, Vol.66 No.2, January 15, 2011)
6. CHINA: Pre-Registration Use Relevant to Establishing Mark's Fame
—(INTA BULLETIN, Vol.66 No.11, June 15, 2011)
7. CHINA: Updates on Draft Amendments to Trademark Law
—(INTA BULLETIN, Vol.67 No.2, January 15, 2012)
8. CHINA: Apple Pays US \$60 Million to Settle Dispute Over iPad Marks Assignment
—(INTA BULLETIN, Vol.67 No.15, September 1, 2012, Co-author with Ms.Della Hairong Zhang)
9. 超越权限的认定 (Establishment exceeding Empowerment:Doubts about court's Establishment of SUANSUANRU as well-known Trademark)
—(《中国专利商标》杂志, 2007年第2期/China Patents & Trademarks, No.2, 2007)
10. 关于蒙牛酸酸乳案的几点思考 (The thoughts on Well-known Trademark Recognition)
—(《电子知识产权》杂志,2007年4期/Electronic Intellectual Property, No.4, 2007)
11. CHINA Chapter
—(GETTING THE DEAL THROUGH, published in UK in 2010)
12. Restoring Japanese Brands and Protection of Geographical Indications (GIs) - Protection of Geographical Indications in the Peoples' Republic of China (日本ブランドの再起と地理的表示の保護 - 中国商標法における保護を中心に—)
—(Co-author with Ms. Chikako Mori, published in Japan on CIPIC Journal, Vol.202, June 2011)
13. 中国大陆行政打假实务(Chinese Mainland Administrative Anti-Counterfeit Practice)
—(《两岸投资保障和促进协议与两岸商务投资纠纷解决机制》,2012年10月)/Agreement on the Guarantee and Promotion of Cross-Strait Investments and Settlement Mechanism for Cross-Strait Business Investment Disputes, published in Taiwan in October 2012)