



## Lynn L. Cheng

Partner, Yuanda

Shanghai

+86 21 6105 0922

[lycheng@yuandawinston.com](mailto:lycheng@yuandawinston.com)

Practices	Intellectual Property
Industries	Technology, New Media & Telecommunications
Admissions	China
Education	East China University of Political Science and Law, LL.M.

Lynn Cheng, a partner in Yuanda's IP group, Part-time Master's Degree Tutor of Sino-Europa Intellectual Property Academy of Shanghai Institute of Technology University (SIT), and Visiting Professor of School of Humanities, Law and Politics of Wuxi University. She has more than a decade of experience in trademark protection, intellectual property litigation and intellectual property services, including trademark acquisition, transfer, review, monitoring, administrative litigation and operation for clients in China and around the world. She has extensive experience in trademark coexistence and acquisition negotiations and in trademark and copyright infringement litigation. Her clients are drawn from a range of industries, including manufacturing, consulting, software and information technology, wholesale and retail, and sports and entertainment.

Lynn's extensive work in FMCG brand protection gives her a deep understanding of intellectual property rights and industry rules and regulations in cosmetics, food, glasses, clothing and other consumer industries. She has also handled a large number of trademark authorization and confirmation cases inside and outside of China in media and entertainment; her extensive experience in the industry's brand operation, development and protection rules allows her to provide efficient solutions that meet her client's business needs.

Lynn has been certified as an intellectual property professional lawyer by the Shanghai Lawyers Professional Level Evaluation Committee and was selected into the Jing'an District Excellent Young Lawyer Talent Pool in 2021, was selected into the Chinese Trademark Association of the Trademark Pool (Senior Trademark Attorney) in 2023.

## Experience

- Represented a Hong Kong listed company in negotiations with a well-known British intellectual property management company regarding domestic trademark coexistence, helping the client to successfully reach a settlement at the second instance of the Beijing Higher People's Court, and to obtain trademark exclusive rights in cinema services.

- Represented a leading Chinese communication company in trademark transfer, including replying to review opinions, providing evidence of trademark use, and trademark oppositions and defense in multiple countries.
- Advised a well-known Chinese chemical group in the domestic and global trademark strategy for its brand portfolio, and worked with the client to strengthen its trademark protection system.
- Advised Shanghai's leading state-owned enterprise in establishing its trademark management system and improving the execution of its corporate trademarks; provided advice and strategic planning for the company's brand operations and trademark management.
- Represented a well-known American consulting company in a series of administrative disputes on trademark invalidation between a Shenzhen Business School and the China National Intellectual Property Administration.
- Represented a state-owned enterprise in the administrative disputes over the Chinese time-honored series of trademarks between the China National Intellectual Property Administration and an optical shop in Ma'anshan city.
- Represented a leading domestic commercial real estate company in a series of administrative disputes between the China National Intellectual Property Administration for trademark application refusal review.
- Represented a Japanese company in a series of administrative disputes between the Trademark Review and Adjudication Board of the State Administration for Industry and Commerce and a Guangzhou Biotechnology company on trademark invalidation. Through the retrial procedure of the Supreme People's Court, successfully prevented the malicious imitation of trademark squatting.
- Represented a famous U.S. pet food company in a series of administrative disputes between the Trademark Review and Adjudication Board of the State Administration for Industry and Commerce, and Shan's trademark opposition review, and reached a settlement in litigation through trademark purchasing negotiations, helped US customer successfully obtained legal brands that has been operating globally for many years in mainland China.
- Provided trademark consulting services to a home decoration and building materials company, customizing its trademark evidence system and improving its trademark management system.
- Represented an AI software and solutions company in domestic and foreign trademark applications, reexaminations, revocations, and responses to examination opinions.
- Represented a leading game company in software copyright registration, licensing, domestic and overseas trademark authorization, confirmation and rights protection.
- Represented a U.S.-listed financial management company in trademark layout and handling trademark licensing.
- Represented a domestic auto parts company in the layout of its domestic and overseas trademarks, and handled the transfer of its multinational trademarks, replied to the examination opinions, re-examination and other matters.
- Represented a well-known U.S. berry brand in trademark layout and handled its domestic rights defense.
- Represented a famous mother and baby toy brand in a series of administrative disputes with the National Intellectual Property Administration over trademark invalidation.

- Represented the leading U.S. baby soother wipes company in an invalidation administrative proceeding, successfully invalidating a trademark registered in bad faith.
- Represented a long-established catering company in a series of administrative disputes with the National Intellectual Property Administration and a company in Yixing over trademark revocation and review.
- Represented a leading luxury goods company in Shanghai in a civil dispute over trademark infringement, protecting the normal use of its core trademarks on all major sales and promotional platforms.
- Developed intellectual property compliance management systems, including patent and trade secret compliance systems, for several industry-leading multinationals, private companies and state-owned enterprises.
- Represented a leading software company in successful litigation against several domestic companies for counterfeiting and unauthorized use of the company's software in the Chinese market.

## Accolades

- Selected into the Jing'an District Excellent Young Lawyer Talent Pool in 2021
- Selected into the Chinese Trademark Association of the Trademark Pool (Senior Trademark Attorney) in 2023


## Publications

### Publications

- "On the Defense of Slack in Intellectual Property Infringement", *China Intellectual Property Magazine*, March 2020
- "Sharing of administrative litigation cases for trademark authorization and confirmation", The Fifth World Star Intellectual Property Moot Court Training Series Lectures, East China University of Political Science and Law, December 2020

### Speaking Engagements

- "Strategy and Practice of Trademark Registration Application", Shanghai Xuhui District "Enterprise Middle-level Intellectual Property Class" training lectures, December 2020
- "Current status and problems of trademark Madrid application: Hot Issues of the PCT and Madrid Agreement", School of Intellectual Property, East China University of Political Science and Law, November 2020
- "Introduction to EU Trademark Registration and Opposition System", November 2020
- "The Matter of Trademark Authorization and Confirmation", April 2020
- "Introduction to International Trademarks", November 2019

- 
- “Trademark Management Learning Experience”, November 2018
  - “Acquisition of Trademark Rights-specific Application Process in Practice”, May 2018
  - “Analysis on the Protection of Intellectual Property Rights to Prevent the Dilution of Corporate Brand”, September 2017
  - “Uncover the Mystery of Trademark Registration”, April 2017
  - “Brand Protection and Fair Usage Defense of Companies under the Internet Background”, November 2016
  - “Trademark Overseas Application and Protection System”, September 2016