

Beijing Yuanhe United Intellectual Property Partners (an IP Practice Group approved and designated by the State Intellectual Property Office of China to engage in overseas representations and licensed by the State Administration for Industry & Commerce) and Beijing Yuanhe Partners (a partnership law firm established under the approval of the Ministry of Justice of China) were founded in 2010. For six consecutive years, *World Trademark Review*, the World's leading trademark professional magazine, has ranked our firm, together with its lawyers, as one of the leading firms in Trademark Prosecution and Strategy, Enforcement and Litigation in China.

Our intellectual property team consists of specialized attorneys who graduated from top institutions in China and abroad, and excel in intellectual property law. All founding partners have each amassed at least twenty years of experience at top intellectual property law firms in China and also intellectual property agencies overseas. Our attorneys are familiar with and specialize in various industries such as telecommunications, digital products, software, pharmaceutical manufacturing, media, semiconductors, bio-technology, and e-commerce. The team provides domestic and foreign clients with comprehensive intellectual property legal services regarding the acquisition, creation, application, protection and management of domestic and international intellectual property, antitrust, trade secrets, domain, internet intellectual property and other related areas.

Over the years, we have accumulated abundant practical experience in providing legal protection for numerous domestic and foreign clients regarding intellectual property. The firm has been engaged to provide intellectual property legal services for Fortune 500 companies, multinational corporations, domestic large enterprises and groups, well-known universities and research institutions on a long-term basis, and has successfully represented clients in numerous high-profile domestic and international intellectual property cases.

In the wake of the growing prevalence of global communication, the international protection of intellectual property has become a widely-discussed subject. We have established continuing and stable cooperative relationships with global leading intellectual property research, consulting and service agencies and law firms, and have developed a one-stop service system in providing international patent application, international trademark registration, as well as litigation and arbitration services. We are proud to provide intellectual legal services that are enhanced with a global view to our clients.

#### 【Academic Research and Exchange】

Our firm has published many articles in leading domestic and international journals such as *Intellectual Property*, *Digital Intellectual Property*, *Managing Intellectual Property*, *World Trademark Review*, *Intellectual Asset Management*, *China Intellectual Property News*, *China Trademark*, and *INTA Bulletin*.

Out attorneys are frequent keynote speakers at various organizations, including the State Intellectual Property Office, Bar Associations, commercial service offices of foreign countries in China, LES, INTA, China University of Political Science and Law, Beijing Foreign Studies University School of Law, New York University, and the Recognition Committee of China-Time-Honored Brands of China Ministry of Commerce.

The founding partner, Guizeng (Wayne) Liu, is the Expert of the Intellectual Property Guiding Case Research Base (Beijing) Expert Advisory Committee of the People's Supreme Court of China. He is currently serving as the Co-Chair of Law & Practice Asia-Pacific Subcommittee of INTA Bulletin, and the Advisor of International Trademark Association Asia-Pacific Global Advisory Council.

### **【Scope of Legal Services】**

#### **Patent**

- Prepare and file patent applications (invention, utility, and design patent);
- Recommend strategies for patent protection;
- Conduct patent searches, tracking and due diligence;
- Prepare and file petitions for patent re-examination or cancellation;
- Provide legal opinions on non-infringement of patent rights;
- Conduct patent mining and mapping;
- Provide patent protection, including litigation, administrative measures and customs and border protection;
- Advise on licensing and transfer of technology transactions;
- Manage patent pools;
- Provide legal assistance in annual fee payment and other patent related matters.

#### **Trademark**

- Advise on trademark recognition, classification, registration and protective strategies; conduct trademark search, tracking, and investigation;
- File various types of trademark applications, including new applications for trademark registration and renewals, recording of transfer, licensing contracts, and change of name or address of registrant;
- Provide legal services in trademark opposition proceedings, refusals of re-examination, disputes and cancellations;
- Initiate administrative actions against administrative rulings, and provide trademark administrative and judicial protection;
- Provide legal services in the recognition and protection of well-known trademarks, and provide trademark series management
- Provide legal services in trademark franchising and licensing; handle trademark issues during mergers and re-organizations;

- Manage internet-related trademark issues, such as domain registration, trademark protection, dispute resolution and customs and border protection;
- In addition, we provide legal consultations for entertainment, sports, marketing, telecommunication, media, technology, and other industries.

### **Copyright**

- Copyright registration
- Copyright licensing and related transactions
- Copyright litigation

### **Trade Secrets**

- Trade secrets licensing and related transactions
- Trade secrets and antitrust litigation

### **Domain**

- Domain search, registration, dispute and litigation
- Generic and Wireless Domain search, registration, dispute and litigation