



## **Ping Zhang**

*Of Counsel*

China Practice

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### ***Practice Areas***

Ms. Zhang has worked in the intellectual property department of Baker McKenzie for nearly 10 years, and is good at the strategy, layout, application, transaction and management of trademarks and copyrights. Ms. Zhang has long served many Fortune 500 companies such as Procter & Gamble, Hasbro, Warner Bros., Intel, Dell, Apple, Cisco, etc., and has participated in many well-known trademark and cartoon image rights confirmation and rights protection cases.

### ***Work Experience and Educational Background***

Ms. Zhang is a partner of Yuanhe & Twelve Table and an Of Counsel of Jun Wang & Associates. Ms. Zhang graduated from Renmin University of China with a bachelor's degree in law and a master's degree in law.

### ***Representative Projects that Attract Attention***

#### **1. Trademark and Unfair Competition Litigation (Part)**

- Over a period of 8 years, sponsored or assisted Procter & Gamble (P&G) in obtaining trademarks such as “Head and Shoulders”, “Rejoice”, “OLAY”, and “Olay” Well-known recognition, and successfully objected to third parties plagiarizing the trademarks of well-known brands numerous times;
- Represented Hasbro, HardRock, and Pepsi in trademark invalidation cases in China, and won well-known trademark recognition for the brand owners;
- Assisted in representing the American INTEL company Trademark opposition review cases in China, and successfully obtained PENTIUM well-known trademark recognition for the first time;
- Represented the American toy giant Hasbro in China on its core English trademarks “Hasbro”, “Transformers” and “My Little Pony” A series of trademark objection cases, and obtained copyright protection for classic cartoon characters such as Transformers and My Little Pony;

- Assisted the American film and television copyright operating company Saul Lenz Company to represent the Lord of the Rings series trademarks “The Hobbit”, “HOBBIT”, “Lord of the Rings” series of opposition and objection review cases in China;
- Assisted in representing Warner Bros. in a series of opposition review and dispute cases for the “Harry Potter”, “Harry Potter” and “Superman” series of trademarks in China;
- Assisted in the objection cases of Apple’s iPhone and iPod trademarks in China;
- Assisted in the registration and opposition of well-known restaurant chain brands such as Burger King, Chuck & Cheese, Potbelly, DQ, etc., and investigated and complained about infringement;
- Assisted Beijing Mu Hua Information Technology Co., Ltd. (Xuetang Online) is China’s first MOOC platform initiated and established by Tsinghua University in October 2013. It is a research exchange and achievement application platform of the Ministry of Education’s Online Education Research Center and one of the first batch of mass entrepreneurship and innovation demonstration base projects in the country. ) Design and layout of overseas trademark registration of core trademarks, and achieve registration protection in 10 countries through the Madrid Treaty;
- Assist Xiaozhi Technology (Shenzhen) Co., Ltd. in the layout of overseas trademark registration of core trademarks, and provide early warning of potential risks through searches, and apply for each country Achieve registration protection in the European Union, Japan, the United States, Brazil and other countries ;
- Successfully acted as the agent for the objection and invalidation cases of the core trademarks of Singapore’s Best World International Co., Ltd. in China, and assisted

in the successful registration of core trademarks in Hong Kong and Macau;

- Assisted the source Foot Pulse Co., Ltd., a high-end foot care luxury brand from the UK, resolved the dispute over the registration of its core trademark by agents in China and Taiwan, and successfully registered its own trademark;
- Successfully represented the well-known mobile game brand Tacit Icebreaker Company in its core trademark objections defended the case and won.

## **2. Domain Name Dispute**

- Represented Microsoft Company in filing a domain name dispute against the two domain names “microsoftstore.com.cn” and “microsoftstore.cn” registered by a third party in China, and won the final victory;
- Represented ADOBE Company against “microadobe.com” A domain name dispute was filed and ultimately won.

## **3. Trade name disputes and anti-counterfeiting**

- Assisted in handling disputes between PepsiCo and Chinese trademark licensees, including filing a complaint with Taobao and successfully deleting links to infringing stores and products;
- Assisting in handling disputes between Intel Corporation and Shanghai, Chengdu, Ningbo For corporate name disputes between local companies in other places, send warning letters and negotiate name changes with the companies.
- Assisted American sports brands Columbia and Caterpillar in safeguarding their rights on Taobao.