



YIN, Boya

Partner, Attorney at Law, Senior
Trademark Attorney

Working Languages: Chinese, English

Practice Experience:

Ms. YIN is very experienced both in trademark prosecution and enforcement aspects, particularly in handling sophisticated trademark administrative/civil litigation cases. Ms. YIN has represented many renowned international enterprises and successfully made their marks to be recognized as well-known marks. The clients she served covered different industries, which included pharmaceuticals, chemistry, food, clothing, cosmetics, international hotels, and media. One trademark administrative litigation case she represented was selected as an “Excellent Trademark Litigation Case” by the CTA in 2015. In 2016, Ms. YIN represented a Japanese client to successfully safeguard its prior copyright before the Supreme People’s Court. Other meaningful cases she won covered trademark issues, such as prior trade name, trademark dilution, distinctiveness, and trademark squatting. In 2021, Ms. Yin won a civil litigation case for a famous international pharmaceutical company, where the court awarded huge damages.

Ms. Yin obtained her lawyer license in 2012 and joined Lung Tin in 2013.

Work Experience:

Lung Tin Intellectual Property Agent Ltd., Partner, Attorney at Law, Trademark Attorney
NTD Law Firm, Attorney at law
Liu, Shen & Associates, Paralegal

Education/Trainings:

Master of Law, LLM, *George Washington Law School*, in IP
Bachelor of Law, *China Youth University for Politics and Science*, in Law

Social Activities:

Advisory Committee Expert, (Beijing) Base Expert for Instructions and Research on IP Cases,
Supreme People's Court
Golden Trademark Service Individual, the China Trademark Association 2021
Committee Member, Trademark Subcommittee of AIPPI China 2021-2023

Committee Member, ECTA 2023-2025

Outstanding Individual in the area of "trademark prosecution and strategy", WTR 1000 in 2022 & 2023

MIP IP Stars "Trademark Star" 2023

WIPR "Leading Trademark Practitioners" 2023

Expert, CTA "Trademark law frontier research Group"

Publications/Presentations:

Speaker: "Factors affecting parallel import and practices in different jurisdictions", AIPPI China Youth Forum 2023;

Speaker: "The boundary of trademark protection", China Intellectual Property & Innovation Summit 2023;

Speaker: "The application of punitive damage in trademark litigation cases", INTA Round Table 2022;

Author, "Discussion on the definition and constituent elements of the nominative fair use of trademarks", Chinese Intellectual Property Magazine 2022;

Co-Author, "Comparison of legal issues on trademark dilution between the United States and China", MIP 2019;

Author, "Copyright could safeguard your Trademark Rights in China", Lung Tin Newsletter;

Author, "Mark with a distinctive character and a high degree of reputation should enjoy broader protection", Lung Tin Newsletter;

Author, "Several factors to obtain protection on merchandising right", Lung Tin Newsletter;

Author, "Attorney's Perspectives on IP Practice: SPC—New Judicial Interpretation Becomes Effective March 1", Lung Tin Newsletter.

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