



WANG, Lvyun

Senior Trademark Attorney, Attorney
at Law

Working Languages: Chinese, English

Practice Experience:

Ms. Lvyun Wang is a seasoned professional in the realm of trademark law, with a wealth of experience in crafting trademark strategies and developing robust portfolios. Her expertise extends to the management of administrative cases involving the authorization and confirmation of trademarks, as well as the handling of both administrative and civil litigations related to trademarks. Additionally, she is adept at navigating the complex processes of well-known trademark recognition.

Ms. Wang's high-caliber services also encompass the critical areas of Customs recordation and detainment, domain name disputes, and other related legal matters within China. Her proficiency is particularly evident in trademark cases across a diverse range of industries, including medicine and health, electronics, mobile communications, household appliances, cosmetics, life sciences, and fashion.

Since May 2007, Ms. Wang has successfully represented numerous globally recognized companies in an impressive array of tens of thousands of trademark cases. Her work has been recognized for its excellence and impact:

- In 2017, the "SUAVINEX invalidation case," which Ms. Wang led, was honored as an outstanding case by the China Trademark Association for the period of 2016-2017.
- In 2019, the "JCB hammers Customs seizure case," managed by Ms. Wang, was similarly distinguished as an outstanding case for the years 2018-2019 by the same esteemed organization.

Work Experience:

Lung Tin Intellectual Property Agent Ltd., Senior Trademark Attorney
China Trademark & Patent Law Office, Trademark Attorney

Education/Trainings:

Master of Laws, *China Renmin University*, in Civil and Commercial Law
B. A., *Beijing International Studies University*, in English Language and Literature

Social Activities:

2019 “Golden Trademark Attorney” awarded by China Trademark Association
Level 1 in the Trademark Talent Pool, selected by the China Trademark Association

Publications/Presentations:

S peaker, “How to Stay Ahead of the Tide of Non-Use Cancellation Crisis”, May 2023, Singapore, Annual Meeting of INTA 2023 Lung Tin Salon
Author, “Strengthen the protection of well-known trademarks and trademark exclusive rights”, April 2023, Lung Tin Wechat public account
Author, “Overcoming the ‘Misidentification Clause’ from the Case of OSTELIN”, July 2022, Lung Tin Wechat public account
Speaker, “Award Punitive Damage in China and the U.S Trademark Infringement Cases”, September 2022, INTA Virtual Roundtable
Author, “Effective Use in Non-use Cancellation cases”, September 2021, Lung Tin Wechat public account
Speaker, “What are the current standards for distinctiveness in China?”, Lung Tin Live Webinar, September 2020
Author, “How to define OEM action in Customs seizure”, August 2019, Lung Tin Wechat public account
Speaker, “Breakthrough! - Chinese Customs Protection for Trademarks”, November 2017, Seoul, Republic of Korea, Annual Meeting of KINPA 2017
Lecturer, “Exploring Blacklist Mechanism to Cease Bad Faith Filing”, AIPPI China Youth IP Seminar 2017, August 2017, Beijing, China
Co-Author, “How to protect typefaces and fonts”, March 2016, “China IP Focus 2016”, Managing Intellectual Property
Speaker, “Protection of Trademarks and Brands in China”, SINO-German IP Symposium, September 2014, Beijing, China
Author, “Protection of enterprises’ reputation from battle of WANG LAO JI trademark”, November 2013, Oriental Enterprise Culture

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