

## Helen Xia

Partner  
Beijing

### Biography

As a partner in our IPMT group, Helen Xia focuses her practice on contentious and non-contentious IP works involving trademarks, copyright, patents, unfair competition, and IP licensing.

She brings extensive experience in IP litigation, portfolio management, obtaining and enforcing intellectual property rights, and commercial licensing in a wide range of industries. Helen has strong experience in IP litigation and has advised clients on administrative, civil, and criminal litigation involving IP infringement in China.

In addition, she has also regularly advised clients on their domestic and global IP portfolio management, developing brand protection strategies and enforcing their intellectual property rights. The clients she represents are from a wide range of industries, including construction, mining, fashion, food, multimedia, telecommunications, computers, and entertainment.

Helen serves as a director of Hogan Lovells (Shanghai) Intellectual Property Agency Service Co., Ltd., an IP service affiliate established under Hogan Lovells International LLP.

Helen is qualified to practice both in the PRC and the state of New York (United States). She has an LLB from



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### Languages

English  
Chinese

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### Practices

Copyright  
Designs  
Domain Names  
Intellectual Property  
Patents  
Trade Secrets and Confidential  
Know-how  
Trademarks and Brands  
Technology Litigation

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Shandong University and an LLM from Peking University. She also has an LLM from the University of Michigan (United States). Prior to joining Hogan Lovells, Helen worked at a boutique IP law firm in New York. Helen speaks native Mandarin and fluent English.

## Representative experience

Managing Caterpillar's Chinese IP portfolio, and handling its IP prosecution and litigation matters in China.

Advising a famous US-based movie studio in complex trademark litigation against a series of infringing entertainment complexes.

Advising a US health-centric real estate development service provider on portfolio management (including strategic advice regarding certification marks) and cross-border commercial IP.

Acting for one of the largest U.S. film and entertainment companies to successfully defend a copyright infringement claim raised by a Chinese writer.

Acted for a major U.S. hardware manufacturer and software developer on a copyright infringement litigation in China.

Acting for a Sweden-based power tool manufacturer on various IP-related matters, including trademark infringements, misuse of company name, etc.

Advising several world leading institutions on branding protection and commercial IP advice.

Acting for different clients on trademark filings, oppositions, cancellations, customs-related IP protections and enforcing trademark rights at trade fairs and exhibitions in China.

## Latest thinking and events

- Hogan Lovells Publications

## Industries

TMT

Consumer

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## Areas of focus

IP Litigation, Arbitration, and Alternative Dispute Resolution

IP Rights in Transactions

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

Media and Entertainment Litigation

Advertising and Copy Clearance

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## Education and admissions

### Education

LL.M., University of Michigan, 2005

LL.M., Peking University, 2002

LL.B., Shandong University, 1998

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## Memberships

International Trademark Association (INTA)

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- Trending topics in retail and fashion
- Hogan Lovells Publications
  - Influencer Snapshot: Getting a handle on social media influencers
- News
  - Dust unsettled? China's Supreme Court refines OEM jurisprudence in ground-breaking Honda judgment
- Insights
  - Shanghai court innovates with punitive damages for trademark infringement: IP owners can aim higher
- Hogan Lovells Events
  - Asia IP webinar series: Use it or lose it? Trademark non-use cancellation proceedings
- News
  - China: implementing regulations for new Trademark Law published

## Bar admissions and qualifications

New York

People's Republic of China

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