

## Joan (Tingqiong) Mao

Senior Associate

Shanghai

### Biography

As an associate in Hogan Lovells (Shanghai) Intellectual Property Service Co., Ltd. (an IP service affiliate established by Hogan Lovells Hong Kong in September 2007), Joan based in the firm's Shanghai office since 2008 and has developed her practice to cover all types of non-contentious and advisory IP work in China.

With a focus on brand protection and IP portfolio management, Joan has extensive experience in advising various multinational and domestic clients how to protect IP rights in China which involves a large number of trademark prosecution work. Regularly advising clients from various industries on IP-related issues, Joan has helped clients resolve issues and disputes in IP areas including brand protection, trademark prosecution, design patent protection, IP portfolio management and domain name disputes.

Graduated from a top-tier university, Joan has passed PRC bar exam in 2007. As a native of Shanghai, Joan speaks Mandarin and Shanghainese as well as English.

### Representative experience

Acting for a famous British game development company for trademark portfolio management and brand protection in China.

Acting for a famous Japanese mechanical company in



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### Languages

English  
Mandarin  
Shanghainese

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### Education and admissions

### Education

B.A., Shanghai Jiaotong University

LL.B., Shanghai Jiaotong University

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various trademark opposition cases and obtaining well-known mark protection.

Acting for various foreign companies in designing their trademark filing strategies and advising for trademark portfolio management in China.

Acting for various foreign companies in dealing with oppositions/cancellations and acquiring registrations for their own trademarks in China.

Advising a famous U.S. telecommunication company for customs protection by recording customs recordation and obtaining the customs general bond in China.

Acting for a famous U.S. pharmaceutical company for anti-counterfeiting strategy in China.

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## Bar admissions and qualifications

People's Republic of China

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