

## Zhen (Katie) Feng (Shanghai IP Agency)

Office Managing Partner  
Shanghai

### Biography

Zhen Feng (also known as Katie Feng) has been in private practice for more than 18 years. She started as a general litigator and now focuses on IP litigation and brand protection. She is admitted in both PRC (1998) and New York, USA (2003).

She is a partner and director of Hogan Lovells (Shanghai) Intellectual Property Agency Service Co., Ltd., an IP service affiliate established under Hogan Lovells International LLP. Practising in a market that has seen a huge upswing in patent filing, trademark filing, and IP litigation in the past decade, Katie has opportunities to handle numerous cases involving complex and cutting-edge IP issues.

In this process, she became widely recognized in the IP area and has built a track record of success. Katie is also a strategic advisor. She advises numerous clients from diverse backgrounds on formulation and implementation of IP enforcement strategies in China through a combination of administrative, civil, and criminal actions. She also provides proactive advice and analysis on how to secure and obtain IP rights from the start-up of a business, and how to monetize IP rights when the business grows.

Katie speaks frequently on IP issues and regularly contributes articles on development of international IP law. She is the editor of the *International Trademark*



### Phone

+86 21 6122 3826

### Fax

+86 21 6122 3899

### Email

[zhen.feng@hoganlovells.com](mailto:zhen.feng@hoganlovells.com)

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### Languages

English  
Mandarin  
Taiwanese

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### Practices

Intellectual Property  
Patents  
Trade Secrets and Confidential Know-how  
Trademarks and Brands  
IP Litigation, Arbitration, and Alternative Dispute Resolution

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### Industries

Automotive

*Association China Bulletin*. She currently serves on the Board of the International Trademark Association.

## Representative experience

Representing a U.S. game software company and its Chinese licensee to successfully obtain an interim injunction from Guangzhou IP Court against an infringing mobile game.

Representing a U.S. movie producer to successfully defend a high-profiled copyright infringement lawsuit in Beijing.

Advising a U.S. pharmaceutical company on various anti-counterfeiting litigation in China.

Advising a European fashion brand anti-counterfeiting strategies and IP litigation in China and Hong Kong.

Advising a European producer to defend trade secret infringement claim in China directed at a process of making chemical products.

## Awards and rankings

- Top 100 Women in Litigation, *Benchmark Litigation Asia Pacific*, 2020
- Top 250 Women in IP, *IP Stars*, 2020-2021
- Recommended individual for litigation, *IAM Patent 1000*, 2020
- Intellectual Property - International Firms (China), *Chambers Asia-Pacific*, 2017-2020
- Intellectual Property - International Firms (China), *Chambers Global*, 2018-2019

## Latest thinking and events

- Webinar
  - Select IP with Hogan Lovells | Webinar no. 8: Patent Litigation: Discovery & evidence-gathering (Part II)
- News
  - China's NMPA launches 1yr enforcement campaign targeting illegal personal care and cosmetic products

Consumer

Life Sciences and Health Care

Technology and Telecoms

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## Areas of focus

Esports and Gaming

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## Education and admissions

### Education

LL.M., Wake Forest University

LL.B., Xiamen University

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## Memberships

New York Bar Association

International Trademark Association

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## Bar admissions and qualifications

New York

People's Republic of China

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- Webinar
  - Select IP with Hogan Lovells | Webinar no. 5 'Trade secrets: Overview of multi-jurisdictional trade secret protection (Part II)'
- Webinar
  - Hot issues in the SEP world – what experts will say
- News
  - China launches test run of its new patent linkage registration platform: what you need to know
- Webinar
  - Select IP with Hogan Lovells | Webinar no.2 'Injunctions & Remedies (Part II)'