

## Zhen (Katie) Feng

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



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### Languages

English  
Mandarin  
Taiwanese

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### Areas of focus

Hogan Lovells China Desk

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### Education and admissions

### Education

LL.M., Wake Forest University

LL.B., Xiamen University

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law. She is the editor of the *International Trademark 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

- Intellectual Property - International Firms (China), *Chambers Asia-Pacific*, 2017-2018
- Intellectual Property - International Firms (China), *Chambers Global*, 2018-2019

## Latest thinking and events

- Analysis
  - Investing in China's TMT Sector: What you Need to Know
  - Investing in China's TMT sector: What you need to know?
- Hogan Lovells Publications
  - Hogan Lovells standard essential patent update – August 2019 *LimeGreen IP News*

## 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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- Insights
  - Hogan Lovells' Standard Essential Patent Update – August 2019 (English, 日本語, 한국어)
- Insights
  - China's OEM Jurisprudence 1.5 Years After the Pretul Case: OEM Use may Still Infringe
- ■ Sailing the international market and building an innovative ecosystem