

Joyce Zheng

Associate

Beijing

Biography

Joyce Zheng is an associate in our Beijing office. She handles contentious and non-contentious intellectual property matters, focusing on trademark and copyright prosecution and enforcement matters.

She is experienced in advising international clients in a wide range of industries on trademark prosecution and brand protection strategies, which include new trademark applications, oppositions, cancellations, invalidations, licensing, enforcing intellectual property rights in China, and other IP-related matters.

Prior to joining Hogan Lovells in 2011, she worked for a top-ranked Chinese law firm for more than four years.

Representative experience

Acting for one of the world's largest US construction industry company for various brands by filing applications, oppositions, cancellations and various trademark prosecution procedures.

Acting for a famous global integrated business enterprise with headquarters in Japan in various trademark opposition cases and obtaining well-known mark protection.

Acting for a famous Japanese consumer electronics



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Languages

Chinese

English

Practices

Copyright

Domain Names

Industries

Automotive

Consumer

Life Sciences and Health Care

TMT

company by filing applications, licence recordal, oppositions, cancellations and various trademark prosecution procedures.

Acting for a famous Italian apparel company in defending its trademarks by filing cancellations, filing reviews on opposition against hijacking mark and up to Beijing High Court, conducting investigation and filing domain name dispute and various IP related measures.

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

Acting for various domestic companies in dealing with trademark applications in China as well as in neighbouring countries and regions.

Latest thinking and events

- Hogan Lovells Events
 - Asia IP webinar series: Use it or lose it? Trademark non-use cancellation proceedings

Areas of focus

IP Licensing, Commercialization, and Technology Transfer

IP Litigation, Arbitration, and Alternative Dispute Resolution

IP Rights in Transactions

Education and admissions

Education

Juris Master, Chinese Academy of Social Sciences

Bar admissions and qualifications

People's Republic of China
