

**Fang Song Partners**

**Expertise：Intellectual Property**

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**Areas of Practice**

Possessing exceptional professional capabilities and extensive practical experience in the fields of intellectual property, including trademarks, copyrights, unfair competition, data privacy, trade secrets, e-commerce, design patents, and online contract disputes. Having long represented global leading enterprises such as Apple, Ralph Lauren, Cisco, TSMC, Corning, and Kohler in handling thousands of intellectual property cases, achieving a high proportion of favorable outcomes, settlements, or actively securing positive solutions. The cases dealt with were characterized by their complexity, high confrontation, large scale, and protracted duration, with many lasting over five years and entering into retrial and counter-retrial stages. Highly recognized by Chinese courts and government agencies, some of the cases represented have been selected as "Top Ten Typical Cases of the Year" and "Top Ten Excellent Cases of the Year".

**Education background**

* London School of Economics and Political Science, Master of Laws in Intellectual Property
* Wuhan University, Bachelor of Laws

**Work Experience**

* 2024-Now, Chance Bridge Law Firm
* 2018-2024, Fangda Partners
* 2016-2018, Chang Tsi & Partners

**Representative Matters**

* Represented Ralph Lauren in hundreds of cases involving trademark infringement, copyright infringement, unfair competition, trademark invalidation, opposition, and cancellation against trademark squatters, spanning over five years, with some cases entering retrial and counter-retrial stages. Ultimately, unfavorable judgments were overturned, achieving significant victories. Notably, the unfair competition lawsuit against Shanghai Ruifa Garments Co., Ltd. regarding store packaging and decoration was recognized as one of the "Top Ten Typical Cases of Anti-unfair Competition before the Suzhou Court during 2020-2022," and the administrative lawsuit for trademark cancellation review against Guangzhou Aichi Leather Goods Co., Ltd. was selected as one of the "Top Ten Excellent Cases of Intellectual Property Protection during 2022-2023" by the Quality Brand Protection Committee of the China Association of Enterprises with Foreign Investment.
* Represented Apple in hundreds of cases involving the Apple App Store, including copyright infringement, trademark infringement, unfair competition, and online contract disputes, spanning over five years, with some cases entering retrial and counter-retrial stages. A combination of litigation and non-litigation strategies achieved a high proportion of favorable outcomes, such as victories in court, forcing the other party to withdraw the lawsuit, reaching settlements, and significantly reducing compensation amounts.
* Managed Apple's annual intellectual property enforcement and legal consulting projects, covering trademarks, copyrights, design patents, unfair competition, trade secrets, and advertising. Main responsibilities included sending C&D letters, negotiating with infringers and drafting relevant agreements, drafting push-back letters concerning design patents against complaints on Tmall, JD and Alibaba, etc. online platforms, drafting complaints to the Market Supervision and Administration Bureau, the Departments in charge of Intellectual Property and the Public Security Bureau, and providing consulting opinions on various legal issues, including the handling of complaints under the "notice and takedown" rules in the Apple App Store.
* Represented Cisco in a series of software copyright infringement complaints filed against the company, successfully prompting copyright authorities in Beijing, Suzhou, Hangzhou, and Hefei to reject the complaints and terminate the procedures, thus avoiding the occurrence of public opinion incidents.
* Represented TSMC in a series of trademark opposition, invalidation, and cancellation disputes, achieving significant victories, such as winning lawsuits, forcing the other party to remove or withdraw trademarks, etc.
* Provided legal consultative advice, sent C&D letters, and ultimately forced the deletion of infringing content in disputes over copyright, trademark, and portrait rights infringement on behalf of Corning.
* Comprehensively organized Kohler's trademark protection status, promoted the application of trademarks for hundreds of sub-brands, drafted legal opinions to formulate an all-round strategy to remove the prior trademark barriers. Provided comprehensive trademark monitoring for Kohler's brands, filed hundreds of opposition, invalidation, and cancellation cases, and achieved a high proportion of victories.
* Represented Kennametal in the administrative dispute of trademark invalidation, successfully overturning the China National Intellectual Property Administration’s ruling, and invalidating the other party's trademark cross-class.
* Managed the intellectual property rights protection project for Trove Brands, including sending C&D letters, negotiating with infringers and drafting agreements, complaining to relevant departments, etc., and ultimately successfully forced all infringers to remove all infringing links.
* Represented Cartelo Crocodile Pte Ltd. in trademark infringement, trademark invalidation, and opposition disputes against Lacoste, which entered into retrial and counter-retrial stages.

**Publications**

* "Who Hijacked Your Domain Name? — Rules for Domain Name Hijacking and Rights Protection" from the WeChat public account of "China Legal Science".

**Professional Activities**

* Member of the World Intellectual Property Protection Association

**Recognition**

* Recognized by the Suzhou Court as "Top Ten Typical Cases of Anti-unfair Competition during 2020-2022"
* Recognized by the Quality Brand Protection Committee of the China Association of Enterprises with Foreign Investment as "Top Ten Excellent Cases of Intellectual Property Protection during 2022-2023"

**Language**

Chinese, English