



Yu LI (Alice)

Partner

Name: Yu LI (Alice)

Position: Partner

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Language: Mandarin, English

Practice Area: INTELLECTUAL PROPERTY、ANTI-UNFAIR COMPETITION、CIVIL AND COMMERCIAL LITIGATION

Professional Experience

Alice has a dual background in technology and law, and has obtained PRC Bar Admission and Patent Attorney License. She focuses on Intellectual Property and is good at solving infringement, competition disputes and compliance problems in the new economy. She has rich practical experience in handling difficult and complex disputes, and is good at using the coordination and layout of administrative, civil and criminal procedures to strive for the best interests of clients. Her main practice areas include IP prosecution and enforcement, AIC actions, customs protection, IP transactions, data compliance and protection, contract and labor dispute resolution, etc. She has served clients including Baidu, Tencent, ByteDance, MoMo, NIO, Deli, Sunac Group, Swarovski, MAN Commercial Vehicles, etc. Some of the cases she has successfully represented have been rated as typical Intellectual Property cases by the court. Alice has taught IP elective courses (credit system) to undergraduates of the School of Economics and Management of Tsinghua University.

Representative Performance

• Trademark Cases

- Represented SaaS platform to successfully deal with 30 million trademark infringement and unfair competition disputes
- Represented Sunac Real Estate Group in successfully responding to a 10 million trademark infringement litigation
- Represented "今日头条" APP successfully initiated a trademark infringement lawsuit and "今日头条" was recognized as a well-know trademark for the first time
- Represented the fashion perfume brand "气味图书馆" and successfully initiated a series of brand rights protection lawsuits
- Represented Swarovski to successfully initiate trademark infringement and unfair competition lawsuits
- Represented Beijing Momo Technology Co., Ltd. in successfully handling a series of trademark administrative disputes for the main brand "MOMO"
- Represented Zhou Liu Fu Jewelry in handling retrial and protest cases of trademark infringement disputes
- Represented American Star brand operating company in initiating/responding to trademark invalidation administrative disputes
- Represented British Aspen Pump Co., Ltd. in a trademark infringement dispute
- Represented German MAN Commercial Vehicles AG in a trademark infringement dispute
- Represented Italian Bonfiglioli Reducer Co., Ltd. in a trademark infringement dispute
- Represented German SATA GmbH & Co. KG in brand protection matters
- Represented Norway Jotun A/S in brand protection matters
- Represented Shopee Singapore Pte Ltd in a trademark dispute

• Patent Cases

- Represented sharing MINI KTV "友唱" successfully responded to 160 million patent infringement disputes and initiated patent invalidation cases
- Represented Deli Group Co., Ltd. v. Shanghai Chenguang Stationery Co., Ltd. in a utility model

patent invalidation case

- Represented China Energy Natural Gas (Group) Co., Ltd. in a design patent invalidation case
- Handling the invalidation case of the invention patent of China Petroleum & Chemical Corporation Petrochemical Research Institute
- Handling CPS PRODUCTS CANADA LTD. invention Patent Infringement Disputes
- Handling the retrial case of utility model patent infringement of Kunshan Tongsu Machinery Manufacturing Company

- **Copyright Cases**

- Represented Beijing Momo Technology Co., Ltd. in a mobile game copyright infringement and unfair competition lawsuit
- Handled the copyright infringement and unfair competition rights protection cases of the mobile game for iDreamSky
- Represented a Japanese writer and a Chinese company in a copyright infringement lawsuit for children's books
- Represented American Standard China in the case of copyright infringement of photographic works
- Represented a contract dispute involving animation works
- Served as a legal counsel to a number of publishing houses

- **Unfair Competition and Others**

- Represented domestic well-known Internet companies in criminal, civil, commercial and arbitration lawsuits caused by commercial espionage
- Represented the cosmetics trendy brand "Afu" to initiate an unfair competition lawsuit
- Represented Korean DIO dental equipment in an unfair competition lawsuit
- Represented York Wallpaper Company in the United States in an unfair competition lawsuit
- Represented a Chinese online education brand in a trade secret unfair competition lawsuit
- Advised NIO Inc. on pre-IPO intellectual property compliance legal services
- Provide relevant legal services for the intellectual property transaction of Hammer Mobile
- Represented Italian luxury goods company DSQUARED2 in a contract dispute
- Represented a Spanish medical device company in a series of contract arbitration cases

Social Status

- Member of Trademark Law Professional Committee of Beijing IP Law Research Association

Working Experience

- Beijing Jincheng Tongda & Neal Law Firm
- Beijing Zhonglun Law Firm
- Beijing Hankun Law Firm
- Kangxin Partners P.C.

Education Background

- Renmin University of China, Master of Laws
- Liaocheng University, Bachelor of Chemistry
- National Taiwan University, International Economic and Trade Law (Exchange Program)

Publications

- Analysis of platform data rights protection based on judicial cases in China and the United States

(LexisNexis, 2022)

- Analysis of compliance issues involved in the disclosure of IP address territorial information (Zhichanli, 2022)
- The electronic trademark (《World Trademark Review》, 2014)
- A challenge on the rise (《World Trademark Review》, 2015)
- Trademark registration: a secret weapon (《World Trademark Review》, 2016)
- A brief analysis on the identification of APP
- Avoid intellectual property reefs (《China Forex》, 2020)
- Judicial Trial Big Data Report on the "Internet Article" of the Anti-Unfair Competition Law (JTN, 2022)
- Data competition compliance in platform economy (《China Business Law Journal》, 2022)