



Emma Ma

Counsel | Senior Trademark Attorney at law

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About Emma Ma

Emma Ma joined Chang Tsi & Partners in 2009. Currently, Emma serves as the head of prosecution at the firm's headquarters in Beijing.

Emma devotes herself to providing professional legal services for multinational companies in China. Her field of experience includes both contentious and non-contentious cases in intellectual property matters. Emma has rich experience in the fields of trademark, copyright and unfair competition, and other aspects related to intellectual property. Emma also provides legal services in other fields, such as foreign investments and acquisitions, where IP rights constitute the main contents of the transaction.

Emma serves clients of different sizes in many countries around the world, in various fields, including electronic products, food, jewelry, apparel, machinery, and vehicles. etc. She provides professional legal services based on the client's special situation to maximize the client's interests. She not only provides intellectual property legal services in mainland China, but also in Hong Kong, Macau, Taiwan, Mongolia, India, Malaysia, Vietnam, Laos, Cambodia, and other neighboring countries and regions. Emma Ma is fluent in English and Chinese.

Practice Areas

- Specialized in trademark prosecution work covering all stages of trademark lifecycle, like trademark audit work, design, clearance search, trademark application, review application and administrative lawsuit; as well as other trademark prosecution work including maintenance, recordal of assignment/transfer, license; and trademark contentious actions, including opposition, invalidation, cancellation, investigation, negotiation, well-known trademark recognition, etc.
- Development of customized overall protection strategy
- Domain name prosecution, maintenance and dispute resolution actions
- Copyright registration, recordal of assignment and license
- Intellectual property due diligence work
- Recordal on license of music copyright

Professional Experiences

- Head of Prosecution Department/Attorney at law, Chang Tsi & Partners, Beijing, China (2015-Present)
- Trademark Attorney, Deacons Law Firm, Beijing, China (2014-2015)
- Attorney at law, Chang Tsi & Partners, Beijing, China (2009-2014)

Years with IP Matters

2008 until now

Education

- University of Edinburgh, LLM (2008)
- Renmin University of China, Master of Law (2007)
- Beijing University of Chemical Technology, Bachelor of Law (2005)

Representative Cases

- Managed trademark, copyright and domain name portfolios for several Fortune 500 clients, and provided legal services for the development of overall intellectual property protection strategy, intellectual property transactions, brand licensing and brand appreciation, intellectual property infringement remedies (administrative and judicial relief) and other legal services.
- Represented High-Tech company to secure trademark rights and copyright, obtaining favorable decisions in oppositions, declarations of invalidity and non-use cancellations against infringers.
- Represented IT Company to secure trademark rights and copyright, obtaining favorable decisions in oppositions, declarations of invalidity and non-use cancellations against infringers.
- Successfully represented US luxury company to secure well-known recognition of its house mark in administrative proceedings and gained praise from the client.
- Handled hundreds of oppositions on behalf of one US sports brand company; successfully achieved well-known recognition of its trademark for many times in trademark contentious cases
- Represented US outdoor product company in the cancellation of third-party registrations by ensuring that the bad faith of the pirates was recognized by the TRAB and finally obtained a favorable decision, even though the client did not own prior trademarks and gained praise from the client.
- Successfully represented a popular baby chair company, in securing recognition of the fame of its house mark and obtained cross-class protection for related baby care products and gained praise from the client.
- Successfully established copyright claim and achieved protection extended to various classes in many trademark contentious cases

Bar Admission

- China Bar (2006)

Languages

- Mandarin Chinese
- English