

About Lily Li



Lily Li
Trademark Associate

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Lily Li works as a trademark associate in Chang Tsi & Partners, handling prosecution and dispute resolution of many aspects of intellectual property rights, including trademarks, copyrights, and domain names, etc.

As of working in the field of intellectual property protection at the end of 2013, Lily has served several Fortune 500 companies and world-famous law firms and accumulated a wealth of experience in many prosecution and dispute resolution cases.

Lily is good at providing overall and comprehensive strategies for intellectual property protection and provides services for various clients in many countries and regions around the world with the business scopes ranging from clothing, car care products, cosmetics, commodities, electronics, food, communications, industry, medical, education, entertainment, hardware, home appliances, finance, etc. She strives to tailor the appropriate intellectual property protection programs and strategies for each client, actively meets the specific needs of different clients, works seriously and rigorously, strives for excellence, and maximize the interests of the clients, and thus won the praise and trust of her clients.

Practice Areas

- Specialized in many aspects of intellectual property rights, including prosecution and dispute resolution of trademarks, copyrights, and domain names.

Years with IP Matters

- 7 years (from the end of 2013 till now)

Professional Experiences

- Trademark Associate, Chang Tsi & Partners, Beijing, China (from the end of 2013 till now)

Representative Cases

- Represented UNDER ARMOUR, INC. to get 144 pirated marks (covering the goods and services in which UNDER ARMOUR has no prior registrations) rejected in the trademark application procedure by submitting advisory letter with the CNIPA, saving the client's efforts to oppose or invalidate these pirated marks in the contentious cases; In the meantime, in the related oppositions cases, successfully convince the CNIPA of the reputation of UNDER ARMOUR's trademarks and the counterparties' bad faith.
- Represented UNDER ARMOUR, INC. in various contentious cases such as oppositions and invalidations to recognize the high reputation and one-to-one corresponding relationship of its house marks for its English word mark, Chinese word mark and the device mark.
- Represented a famous car care products company to obtain full-class protection in all the 45 Classes for its house marks.
- Represented one leading education entity to get its copyrights for its different characters artworks recognized and obtain cross-class protection in conflict cases.
- Represented one US games company to get its mark registered on its core concerned goods by negotiating with the owner of the Cited Mark and obtaining letter of consent.
- Represented one leading US cosmetics company and its designer to get its personal name rights confirmed by

- the CNIPA in the opposition case and reject the registration of the pirated mark.
- Represented various clients to get the reputation of its trademark recognized by the CNIPA and obtain cross-class protection to cancel the pirated mark.
- Represented the client to send C&D letters and convince the trademark pirates to voluntarily withdraw the pirated mark.
- Provided tailored IP registration and protection strategy for many big multinational companies, assisted many companies in establishing their IP rights structure at the time of entering Chinese market and making enforcement strategy for cracking down infringement activities.

Selected Awards

- Chang Tsi 2020 award of superior worker

Education

- L.L.M., China University of Political Science and Law (2014)
- Bachelor, Hengshui University (2011)

Bar Admission

- China Bar (2012)

Language

- Mandarin Chinese
- English

