Huang Yajun



Position： Senior Partner

Practice Areas： Intellectual Property　Legal business concerning trademark　Corporate and Compliance

Languages： Chinese　English

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Professional Experience

Lawyer Huang Yajun has been practicing IPR law for more than 20 years, with almost eight years' work experience at the former SAIC Trademark Office. She was invited as part of the Chinese delegation to WIPO Geneva to attend the International Trademark and Intellectual Property Conference and exchanges. At the invitation of the "International Brand Alliance", she taught "legal protection for enterprise brands" at the "Chief Brand Officer" training course held at PKU. At the invitation of the Japanese External Trade Organization (JETRO), she delivered a keynote speech on China's new Trademark Law to JETRO's almost 200 enterprises in Kyoto. At the China Forum for the 139th INA Annual Conference in 2017, lawyer Huang Yajun delivered a speech titled "legal measures and trends in preventing malicious trademark registration". For four consecutive years from 2016-2019, she was recognized in the Chambers list of non-litigator IP lawyers for the Asia-Pacific. In the World Trademark Review's trademark world-leading IP legal services rankings for 2018 and 2019-the WTR 1000-she was shortlisted as a "world-leading trademark lawyer" for two consecutive years; for The Legal 500's 2018-2019 lawyer rankings in the Asia-Pacific, she was named a "recommended lawyer" in the field of IPR for two consecutive years.

Representative Cases and Projects

Legal consultant (on retainer) for Beijing Guohua Real Estate Co., Ltd.

IPR protection for the Cheung Kong Graduate School of Business' logo and domain name

Retained for domestic and foreign IPR and TM services in respect of the State Development and Investment Co., Ltd.

Legal consultant (on retainer) for the Bo'ao Asia Economic Forum

Legal consultant (on retainer) for China State Construction Engineering Corporation

Legal consultant (on retainer) for Dongfeng Peugeot Citroen Auto Co., Ltd.

Legal consultant (on retainer) for Coconut Palm Group Co., Ltd.

Legal consultant (on retainer) for Beijing Sanyuan Food Co., Ltd.

Legal consultant (on retainer) for Dongfeng Motor Corporation

Legal consultant (on retainer) for China Export & Credit Insurance Corporation

Legal consultant (on retainer) for Hubei Fuxing Science & Technology Co., Ltd.

Legal consultant (on retainer) for Opple Lighting Co., Ltd.

Legal consultant (on retainer) for Anzheng Fashion Group

Legal consultant (on retainer) for Beijing Qihoo Technology Co.,Ltd.

Legal consultant (on retainer) for Jingdong Digital Technology Holding Co.,Ltd

Legal consultant (on retainer) for Beijing Qihu Science & Technology Co., Ltd.

Legal consultant (on retainer) for Jingdong Digits Technology Holding Co.,Ltd

Legal consultant (on retainer) for China Datang Group Co

Resolved the following cases and disputes for China Construction Material Co., Ltd.

TBK Corporation applied for its key “TBK” trademark and right-affirmation. A favorable result was finally obtained following objection, objection review, first instance hearing and second instance hearing.

Represented 7 Days Inn (Shenzhen) Co., Ltd. in the case of objection brought by Hong Kong’s Days Inns Worldwide Inc. Successfully won the rights to the “7 Days Inn and graphic” and “7 days inn; 7 days chain hotels” in the Hong Kong region, as well as handsome compensation.

Represented Hebei Ouli Heavy Industry Co., Ltd. in applying for registration and confirmation of such key trademarks as “Leiwo” and “LOVOL”. moreover, we also represented the client in their applications for registration and confirmation in such countries and areas as New Zealand, Hong Kong, Africa, Saudi Arabia and Pakistan.

Many difficult cases of TM registration and confirmation involving the Shanghai Securities Exchanges’ “180 Index” and “300 Index”

Represented such classic cases as the “Haitangwan” trademark dispute, which was named by the SPC and China Business Herald as “Most Influential Trademark Case in 2013” and “Ten Major Trademark Cases”.

Professional Appointments and Affiliations

Deputy director of the Academic Committee, Trademark Agent Branch, China Trademark Association
Member of the Professional Committee, Trademark Agent Branch, China Trademark Association
Personal director, China Trademark Association’s Third Board of Directors
Member of the International Trademark Association (INTA)
Member of the Legal Working Committee, Alumni Board, Cheung Kong Graduate School of Business
From 2015-2018, served as an expert of the Expert Advisory Committee of the SPC’s Intellectual Property Cases Guidance and Study (Beijing) Base
Director of the 5th and 6th Board of the China Behavior Law Association
Member of the Technology and Platform Service Committee of China Fashion IP Protection Center
Member of the Media, Press and Publication-Related Legal Affairs Committee of the Beijing Lawyers Association Professional Committee

Honors

From 2015-2018, served as an expert on the Expert Advisory Committee of the SPC’s Intellectual Property Cases Guidance and Study (Beijing) Base
Selected as a “Leading trademark personality for 2016” by the China Trademark Association in October 2016
From 2016-2019, shortlisted for four consecutive years as a “recognized non-litigation IPR lawyer for the Asia-Pacific” by Chambers, the international authoritative ranking institution.
In the World Trademark Review’s trademark world-leading IP legal services rankings for 2018 and 2019-the WTR 1000-she was shortlisted as a “world-leading trademark lawyer” for two consecutive years
For The Legal 500’s (a renowned UK law appraisal institution) 2018-2019 lawyer rankings in the Asia-Pacific, she was named a “recommended lawyer” in the field of IPR for two consecutive years.
On June 3rd 2017, named by the Power-Nation IPR Forum Organizing Committee as the “Year’s Best Trademark Litigator” for 2017’s Fourth IPR Forum
On June 2nd 2018, named by the Power-Nation IPR Forum Organizing Committee as the “Year’s Best Trademark Litigator” for the Fifth China Intellectual Property Forum in 2018

Education

Master of Business Administration (MBA), Cheung Kong Graduate School of Business
Bachelor of Laws (LLB), Northwestern University of Political Science and Law

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