



YUAN, Yuan

Trademark Attorney | Attorney at Law

TECHNICAL FIELD :

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PERSONAL SUMMARY :

Ms. Yuan joined Liu, Shen & Associates in 2008 as a trademark attorney and got her qualification as an attorney at law in 2009. Her practice encompasses trademark prosecution, invalidation, litigation, and corporate Trademark counseling. Her expertise is in trademark clearance and filing strategies, trademark strategies, filing trademarks through Madrid system.

Ms. Yuan holds a Bachelor of English Literature from Wuhan University and a Master of Intellectual Property from Franklin Pierce Law Center (now Law School of the University of New Hampshire). She received training from Birch, Stewart, Kolasch & Birch, LLP in 2008.

HIGHLIGHTS :

Representative cases that Ms. Yuan has led or participated include

- LEGO JURIS A/S (Denmark) v. TRAB, a trademark litigation case, representing LEGO arguing LEGO's minifigures are inherently registrable as a trademark.
- NXP B.V. (Netherlands) v. Goodark Company (Taiwan), representing NXP winning oppositions based on copyright right against trademark right;
- QUIKSILVER INTERNATIONAL PTY LTD (Australia) v. Jinjiang Xinnuo Trading Co., Ltd. (China), representing Quiksilver winning trademark opposition based on prior trademark and prior copyright;
- NEXT RETAIL LIMITED (UK) v. Guangzhou Baosheng Development Co., Ltd. (mainland China), a trademark litigation case, representing NEXT to convince the court to break sub-class system;

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LIU SHEN & ASSOCIATES

- Tripod Company (Taiwan) v. Beijing Golden Star Company (mainland China), representing TRIPOD in trademark litigation case, convincing the court to recognize Tripod's prior use and reputation and cancel part of Golden Star's goods;
- OBI PHARMA Inc.(Taiwan) v. TRAB, representing OBI PHARMA to negotiate with the owner of cited mark, who has agreed to cancel their conflicting goods, and convincing the court to rule to approve the registration of OBI PHARMA's house mark in Chinese after the cancellation became effective;
- Megvii Co., Ltd.(mainland China) v. TRAB, representing Megvii to negotiate with the owner of cited mark, who has agreed to provide letter of consent and assign the cited mark to Megvii, and convincing the court to accordingly approve the registration of an important mark of Megvii in the second instance.

Publication

- Issues in trade mark licensing, TRADEMARK TIMES, 2017 INTA;
- Lack of divisional application and partial assignment, Management of Intellectual Property 2017;
- Examining non-trademark rights protected by Chinese Trademark Law, Management of Intellectual Property 2018.

Typical Counseling Cases

- Trademark counseling for three European companies and one US company for 6 years.
- Trademark counseling for two Chinese IT companies for 3 years.

WORKING LANGUAGE :

Chinese,English

MEMBERSHIP :

All-China Lawyers Association (ACLA)

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