

Ling (Elisa) Li

Senior Associate

Beijing

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Languages spoken

Chinese | English



About Ling (Elisa) Ling (Elisa) Li is an associate based in our Beijing office. She focuses her practice on intellectual property (IP) prosecution and general corporate matters.

She has assisted clients in the manufacturing, technology, fashion, cosmetics, trading, consulting and entertainment sectors, among others.

Experience

- Represented a leading US-based auto additive manufacturer in managing its distribution relation with Chinese distributors, including preparing and reviewing distributor agreements and trademark licence agreements, as well as managing and enforcing its IP rights in China, including cancelling and invalidating over 90 hostile trademarks registered by a Brunei company (a company owned and controlled by the client's former distributor).
- Represented a well-known EU-based auto manufacturer in enforcing its IP rights in China, including preparing cease and desist letters to the infringers, lodging trademark and patent infringement claims and lawsuits against the infringers, and preparing a settlement agreement with the infringers.
- Represented a well-known EU-based fashion company in enforcing its IP rights in China, including lodging trademark infringement lawsuits against the infringers and participating in settlement negotiation.
- Represented a well-known EU-based furniture parts manufacturer in enforcing its IP rights in China, including lodging patent invalidations against the hostile patents, filing patent infringement lawsuits, filing administrative and criminal complaints against the infringers with the local Market Supervision Administration (MSA) and Public Security Bureau (PSB), and lodging trademark oppositions, invalidations and non-use cancellations against the hostile marks filed in China.

- Represented a well-known EU-based cosmetics company in registering its products at the People's Republic of China National Medical Products Administration (NMPA) and enforcing its IP rights in China, including, but not limited to, initiating customs enforcement against the infringing exporters and importers, filing administrative and criminal complaints against the infringers with the local MSA and PSB, filing trademark oppositions, invalidations and non-use cancellations against the hostile marks filed in China, lodging trademark infringement lawsuits, reviewing and drafting distributor agreements, and filing trademark applications.
- Represented a US-based oral care product manufacturer in managing its trademark profile in China, successfully cancelling the hostile mark that blocks the registration of the client's key trademarks through non-use cancellation and follow-up administrative lawsuits.
- Reviewed and drafted trademark and patent licence agreements, trademark and patent assignment agreements, confidential agreements, cease and desist letters, and distributor agreements in connection with a business operation in the People's Republic of China (PRC).
- Advised on IP-related clauses in distributor agreements and other agreements related to a client's business operations in the PRC.
- Represented a leading UK-based shoe manufacturer in trademark prosecution matters in China, including successfully opposing and invalidating many hostile marks registered by trademark hoarders and potential infringers, as well as successfully obtaining the relatively high-reputation status for the client's main mark in China through trademark prosecution.
- Successfully represented a US-based lighter manufacturer in several domain name arbitrations.
- Successfully represented a well-known cell phone screen manufacturer in Hong Kong in trademark prosecution matters in China, including preparation of filing proposals for the client to register its key trademarks in China, as well as successfully opposing and cancelling the hostile marks that blocked the client's trademark registration. Successfully opposed the eight hostile marks filed by hostile trademark owners based on the results of desk investigations that confirmed the real relation between the owner and the client. Additionally, through advising and filing a breach of contract lawsuit against the actual owner of the hostile mark, successfully assisted the client in obtaining reasonable compensation.
- Successful represented a Hong Kong entertainment company in registering its copyrights in China.
- Advised on IP profiles for various clients, including selecting proper filing proposals for IP rights in the PRC, providing legal advice in response to office actions and enforcing clients' IP rights in China, e.g. customs enforcements.
- Represented a leading EU-based fashion company in a trademark infringement lawsuit, successfully securing RMB1.2 million in damages.

Credentials

Education

- China University of Political Science and Law, Master of Law, 2012
- East China University of Political Science and Law, LL.B., 2009

Admissions

- Certificate of Legal Professional Qualification PRC, 2008

Expertise

Services

- Intellectual Property & Technology

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.