

**LUSHENG**

LAW FIRM

路盛律师事务所

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## ABOUT US

Founded in 2006, Lusheng Law Firm ("Lusheng") is a Chinese law firm specialising in legal services and patent representation in the field of intellectual property (IP). We are headquartered in Beijing and have branch offices in Shanghai and Guangzhou.

Our professional team consists of practicing attorneys, patent agents and enforcement experts in the field of intellectual property. Our international and domestic clients include fast growth technology start-ups and famous brand owners. Since founded, Lusheng has focused on approaching issues with an international mindset and applying outside-the-box thinking to offer fully integrated one-stop-shop IP solutions.

Our lawyers have trained at the top law schools in China and abroad. A number of them have obtained higher level degrees and qualifications from leading universities in UK, Germany, USA as well as China. In addition, many have extensive experience working in both domestic and international law firms and IP agencies. We are able to communicate with clients in a number of languages including Chinese, English and German.

To meet the needs of our clients in different regions and different development stages, we have established strategic partnerships with leading international IP consulting firms, working closely with our professional teams in offices across three continents (Asia, Europe and the Middle East).

We have been involved in a range of leading IP cases in China, from patent and trade mark to those involving trade secrets and unfair competition. Several have been recognised by the Courts and granted 'best case' awards by various IP institutions.

## OUR VALUES

- **Client Oriented**
- **Professionalism and Excellence**
- **Teamwork and Cooperation**

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## IP ENFORCEMENT AND LITIGATION

We have extensive experience in IP enforcement and litigation. A number of cases we involved in have been recognized by courts and IP authorities from domestic and abroad.

We provide high-quality legal services in the area of:

- Law enforcement and litigation strategies
- Infringement analysis and legal advice
- Evidence collection strategy and administrative enforcement
- ADC, license fee collection and strategies
- IP infringement litigation, including patent, trade mark, copyright, trade secrets, trade name, trade dress, domain name disputes, anti-monopoly, and other unfair competition litigation
- Criminal litigation and follow-up prosecution
- Warning letter and negotiation

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## PATENT AGENCY

Lusheng is one of the few patent agencies approved by the China National Intellectual Property Administration (CNIPA). Our patent attorneys and patent agents provide clients with services covering the whole patent chain, and have implemented data management in patent services worldwide.

Our services include:

- Innovation Mapping
- Innovation Capture
- Innovation Management
- Innovation Preservation
- Innovation Deployment

## DIGITAL AND COMMERCIAL

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We support brand and technology companies to navigate the new digital landscape and deliver commercial objectives. Our business-driven advice enables clients to exploit the opportunities by mitigating IP, legal and regulatory risks to successfully deliver their next round of innovation.

### Our services include:

- Digital marketing and digital commerce advice
- Optimising brand protection
- IP risk assessment, gap analysis and protection strategies
- Regulatory compliance including marketing, data and industry specific issues
- Business structuring
- Implementation via legal tools such as due diligence, contract drafting & execution, legal approval procedure design



## EVIDENCE GATHERING & ENFORCEMENT

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Lusheng provides clients with a wide range of enforcement options to protect their IP rights against infringement of trade mark, copyright, patent and trade secrets, and other unfair competition.

### The types of evidence gathering & enforcement services we provide:

- Evidence collection and notarization
- Administrative / Criminal enforcement
- Trade Fair enforcement
- Online to offline enforcement
- Administrative damages claim
- Sending C&D letters and negotiation

# TYPICAL CASES

## Trademark

### Criminal Litigation

- **Represented a number of well-known international confectionery, food and beverage brands against a criminal gang for counterfeiting registered trademark**
  - Top 50 IP Cases Selected by the Supreme People's Court 2022
  - Top 10 IP Judicial Protection Cases of Jiangsu Courts 2022
  - Top 10 IP Judicial Protection Cases of Wuxi Courts 2022
  - Model Cases of Xinwu District Procuratorate 2022
- **Represented a world's leading toy and entertainment company against an education technology company and an individual for counterfeiting registered trademark**
  - China Business Law Journal Deals of the Year 2022 (Dispute & Investigations)
  - Model IP Cases in China 2021 by China IP
  - Model Cases on Innovation-Driven IP Protection by the Supreme People's Procuratorate
  - Top 10 Criminal Cases of IP Protection by Shanghai No.3 Intermediate Court and No.3 Branch of Shanghai Procuratorate
  - Top 10 IP Judicial Protection Cases of Shanghai Courts 2021
- **Represented a well-known outdoor equipment brand against an individual and a company for counterfeiting registered trademark**
  - Model Cases of IP Protection by Jinan People's Procuratorate
- **Represented Spin Master against four individuals for counterfeiting registered trademark**
  - Top Cooperation Cases of the 3rd IP Eagle Award of AACA (Alibaba Anti-Counterfeiting Alliance)
- **Represented Cisco for criminal litigation against trademark infringement**
  - Model Cases of IP Protection by People's Procuratorate of Beijing Municipality 2021
- **Represented Spin Master against a technology company and others for counterfeiting registered trademarks**
  - Top 10 IP Cases of Shenzhen Longgang Courts (2016-2020)
  - Top 10 IP Trial Cases in Shenzhen 2019
  - Top 10 Foreign-Related IP Cases in Guangdong 2019
  - Outstanding IP Litigation Cases in Lingnan Region 2019
  - Model IP Cases in China 2019
  - Top 10 Trademark Cases in Shenzhen 2019

## Civil Litigation

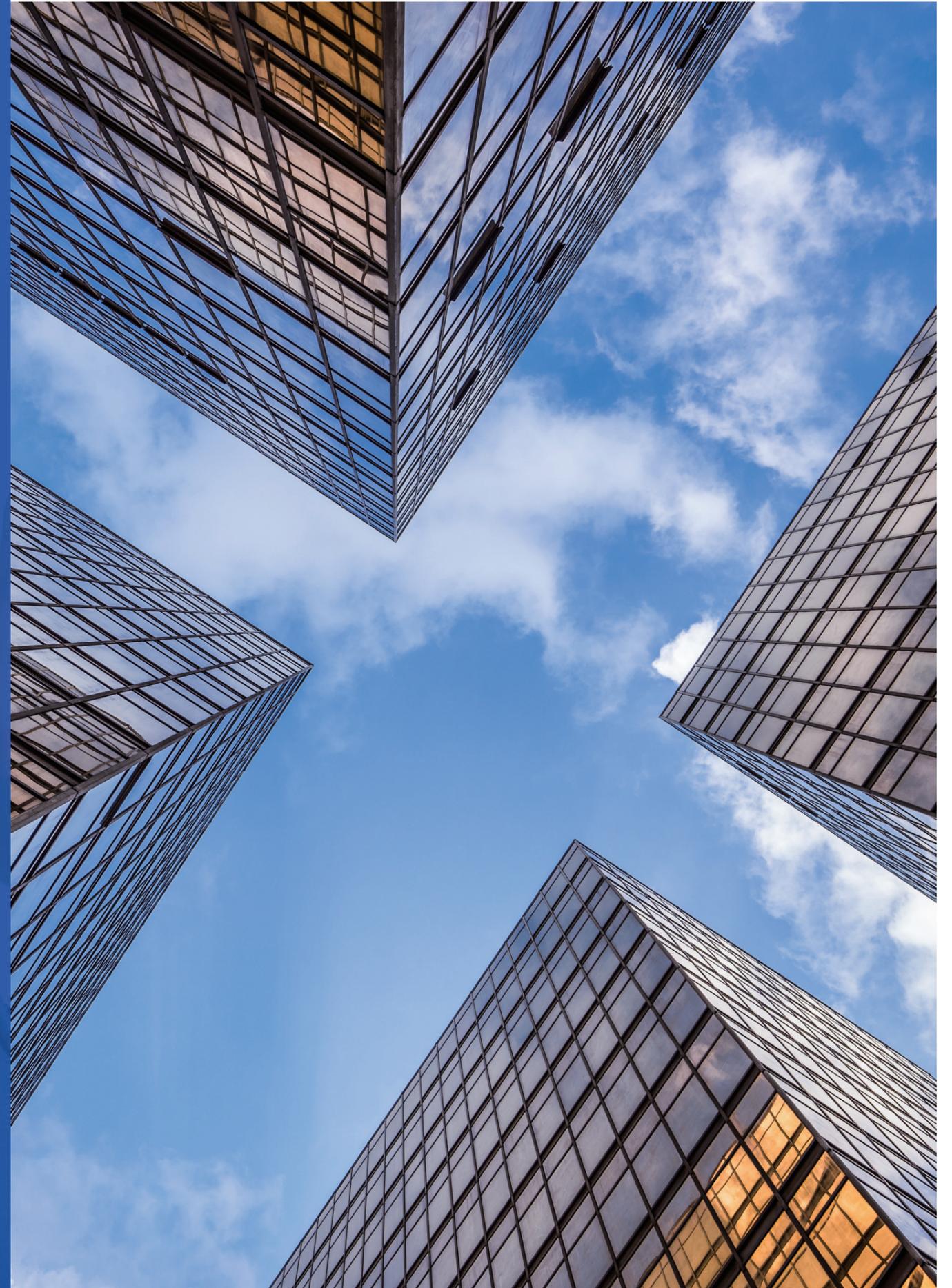
- **Represented Tesla against Zhongyin and Guangdong Zhongyin in trademark infringement and unfair competition case**
  - China Business Law Journal Deals of the year 2023 (IP)
- **Represented CHARLES & KEITH against CHERLSS & KEICH for trademark infringement**
  - Top 10 IP Judicial Protection Cases of Wuxi Courts 2023
- **Represented DAZZLE against an online seller for trademark infringement and unfair competition**
  - Top 10 IP Judicial Protection Cases of Jiaxing Courts 2023
  - Top 10 Business Environment Optimization Cases of Jiaxing Courts 2023
- **Represented an international luxury brand against a jewelry chain for trademark infringement and unfair competition**
  - Top 50 IP Cases Selected by the Supreme People's Court 2022
  - Top 10 IP Cases by Tianjin High People's Court
- **Represented an international luxury writing instrument brand against a writing instrument company for trademark infringement and unfair competition**
  - Outstanding IP Litigation Cases in Lingnan Region 2022
- **Represented Cisco against 4 individuals for trademark infringement**
  - Outstanding IP Litigation Cases in Lingnan Region 2022
  - Top 10 Trademark Cases in Shenzhen 2022
- **Represented an international luxury resort brand against 3 companies for trademark infringement and unfair competition**
  - Top 10 IP Judicial Protection Cases of Hainan Courts 2022
  - 4 Model Anti-monopoly and Anti-unfair Competition Cases by Hainan High People's Court

## Administrative Litigation

- **Represented New Balance for administrative litigation regarding trademark No. 3954764 registered by New Barlun**
  - QBPC 2019-2020 Best 10 Cases of IP Protection (Non-criminal)
- **Represented Andis for administrative litigation regarding trademark "Andis"**
  - Model Cases of the Supreme People's Court 2018
  - Model IP Cases in China 2018
- **Represented Hess for administrative litigation regarding trademark "HESS"**
  - Model IP Cases in China 2017
- **Represented Worldwide Brands for administrative litigation regarding trademark "CAMEL ACTIVE"**
  - Model IP Cases in China 2017

# Unfair Competition Dispute

- **Represented New Balance in lawsuits against unfair competition of New Balance 327 series**
  - Top 10 IP Protection Cases of Jiangxi Courts 2023
- **Represented Brita GmbH in a lawsuit for trademark infringement and unfair competition**
  - Model Cases of Enhancing IP Rights Protection of Shanghai Courts 2021
  - Model IP Cases in China 2020
- **Represented Burberry against BENE BERRY's producer and distributor for trademark infringement and unfair competition - Preliminary injunction issued**
  - Top 10 IP Judicial Protection Cases of Suzhou Courts 2021
  - QBPC 2020-2021 Best 10 Cases of IP Protection (Non-criminal)
- **Represented New Balance against New Barlun for unfair competition and "N" goods decoration**
  - Model IP Judicial Protection Cases in Free Trade Zone by Shanghai Pudong Court (2013-2023)
  - The Second Prize of Outstanding Cases of National Court System Selected by the Supreme People's Court 2022
  - Model Cases of Strengthening IP Protection of Shanghai Courts 2022
  - Top 10 IP Judicial Guarantee Cases by Shanghai Pudong Court
- **Represented an international luxury jewelry brand against a jewelry company for unfair competition**
  - Top 10 IP Cases of Yiwu Courts in 2021
  - Top 10 IP Judicial Protection Cases of Jinhua Courts 2021
- **Represented an international luxury brand against an e-commerce company and an individual for unfair competition**
  - Top 10 IP Judicial Protection Cases of Changsha Courts 2021
- **Represented New Balance against New Boom and other individual defendants for trademark infringement and unfair competition**
  - Top 10 IP Cases Selected by the Supreme People's Court 2018
  - Top 10 IP Judicial Protection Cases of Jiangsu Courts 2020
  - Model Cases of IP Judicial Protection of Suzhou IP Tribunal (2017-2021)
  - QBPC 2020-2021 Best 10 Cases of IP Protection (Non-criminal)



# Copyright

## Civil Litigation

- **Represented Universal City Studios in litigation against copyright infringement and unfair competition**
  - QBPC 2022-2023 Best 10 Cases of IP Protection (Civil)
- **Represented Universal City Studios against two companies for the dispute over copyright infringement**
  - Top 10 IP Judicial Protection Cases of Shanghai Courts 2019
- **Represented Universal City Studios against two companies for the dispute over copyright infringement and unfair competition**
  - QBPC 2018-2019 Best 10 Cases of IP Protection (Non-criminal)
- **Represented Viacom against three local entities for copyright infringement and unfair competition**
  - Top 10 IP Cases of Ningbo Courts 2018
- **Represented Spin Master against a local manufactory for the dispute over copyright infringement**
  - Model IP Cases in China 2018
  - Top 10 Innovation-Driven Cases in Guangdong

## Criminal Litigation

- **Represented Universal City Studios against an individual in a criminal case for the "Minions" shaped toy aircraft**
  - QBPC 2021-2022 Best 10 Cases of IP Protection (Criminal)
- **Represented a world's leading entertainment company on criminal litigation against a criminal gang for copyright infringement**
  - Model IP Judicial Protection Cases of Xuzhou Courts 2022
- **Represented CCA and B, LLC against an individual in a criminal case for copyright infringement**
  - Model IP Cases of Shenzhen Longgang People's Procuratorate (2017-2021)
  - Top 10 IP Cases of Shenzhen Longgang Courts (2016-2020)
  - Top 10 Foreign-Related IP Cases in Guangdong 2020
  - Outstanding IP Litigation Cases in Lingnan Region 2020
- **Represented Burberry in a criminal case of copyright infringement and selling goods with counterfeit registered trademark against two individual criminals in Guangzhou**
  - QBPC 2019-2020 Best 10 Cases of IP Protection (Criminal)

## Enforcement

- **Represented a world's leading entertainment company against Beijing Yidai Xinyuan for circumventing technological protection measures ("TPM")**
  - Top 10 Cases of Combating Copyright Infringement and Piracy 2022 by National Copyright Administration of China
- **Represented an international luxury jewelry brand against a jewelry store for copyright infringement**
  - Top 10 IP Protection Cases in Guangzhou 2021
- **Represented a world's leading entertainment company against an individual for copyright infringement**
  - Model Cases of Copyright Enforcement of Culture Market in Guangzhou 2020
- **Represented McGraw-Hill Education against Rouchi (Beijing) Technology for the online education infringement of Wonders series textbooks**
  - Top 10 Cases of "Sword Campaign 2019" Issued by National Copyright Administration of China
  - Top 10 Administrative IP Protection Cases in Beijing 2019
- **Represented Cambridge University Press against a local company for copyright infringement**
  - Top 10 Cases of Combating Copyright Infringement and Piracy 2018 by National Copyright Administration of China
- **Represented a well-known academic publishing company against Beijing You Yue Ying Chuang Technology for the copyright infringement of literary works**
  - Top 10 Cases of Combating Copyright Infringement and Piracy 2017 by National Copyright Administration of China
- **Represented a well-known academic publishing company against Kingbook Technology for copyright infringement**
  - Top 10 Cases of Combating Copyright Infringement and Piracy 2015 by National Copyright Administration of China

# Patent

- **Represented Spin Master against 4 companies for invention patent infringement**
  - Top 10 IP Judicial Protection Cases of Suzhou Courts 2022
  - China Business Law Journal Deals of the year 2022 (Dispute & Investigations)
  - Model IP Cases in China 2021 by China IP
- **Represented Babyzen against 3 companies for invention patent infringement**
  - Top 10 IP Cases by Tianjin High People's Court
  - Model Property Protection Cases of Tianjin Courts 2022
  - Technology-related Model Cases of Tianjin IP Tribunals
- **Represented Babyzen against Lvyan for invention patent infringement**
  - Model Cases of Enhancing IP Rights Protection of Shanghai Courts 2021
  - Top 100 Outstanding Cases of Shanghai Courts 2021
- **Represented Fumex against Guangzhou Brlon Laboratory Profession Fitting for invention patent infringement**
  - Outstanding IP Litigation Cases in Lingnan Region 2020
  - Top 10 Foreign-Related IP Cases in Guangdong 2020
- **Represented Hansgrohe against Ningbo Hangzhou Bay New Zone Fangfang Sanitary Ware Factory for design patent infringement**
  - Top 10 IP Cases of Zhejiang Courts 2019
- **Represented Brita GmbH against a local factory for invention patent infringement**
  - Top 10 IP Judicial Protection Cases of Shanghai Courts 2018
- **Represented ThyssenKrupp defending against patent infringement dispute**
  - 50 Model IP Cases Selected by the Supreme People's Court 2016



## Contact Us

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