



Shuzhen(Liz) Liu

Counsel

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Location:

Language:
Chinese, English

Qualification:
Bar Admission in PRC;
Attorney at Law in New
York, and Candidate
Attorney in California, US
(Passed CA bar exam)

Working Experience

- King & Wood Mallesons
- Global-Law Law Firm
- Chang Tsi & Partners

Education Background

- University of California, Los Angeles (UCLA) LLM
- China University of Political Science & Law Juris Master
- Xi'an Jiaotong University B.A. (English)

Areas

Intellectual Property (Trademark, Copyright) , Entertainment Law, Dispute Resolution

Key Achievements

Ms. Shuzhen (Liz) LIU has over a decade of extensive experiences in the field of intellectual property, having handled tens of thousands of trademark and copyright cases. With a strong focus on full-lifecycle trademark legal services, she specializes in providing clients with comprehensive solutions, including domestic and international trademark registration, rights maintenance, and infringement remedies. Additionally, Ms. Shuzhen (Liz) LIU possesses profound expertise in related IP domains such as copyright protection, domain name dispute resolution, and trade name rights enforcement. Her deep theoretical knowledge and exceptional practical skills enable her to deliver holistic IP strategy planning and rights protection solutions tailored to clients' needs.

Some Achievements:

- Represented and assisted a leading U.S. audio equipment company in achieving favorable outcomes in a series of trademark opposition and invalidation cases, with its trademarks recognized as well-known in multiple rulings by the Trademark Office of China National Intellectual Property Administration (CNIPA); additionally, provided comprehensive IP services for the client, including copyright registration, customs protection, and assisting public security authorities in criminal cases involving counterfeit trademarks.
- Represented and assisted a famous Japanese automobile company to obtain recognition of well-known trademark status for their sub-brands for the first time in opposition and invalidation cases; and one review on opposition case for this client has been recognized by the CNIPA as one of the typical review cases in 2014.
- Represented and assisted a British luxury brand to win a series of opposition and

invalidation cases, among which the CNIPA has recognized the close connection between the brand and its Chinese version.

- Represented and assisted a US electronic cigarettes brand to obtain the registration of their house mark on electronic cigarettes in China, by filing invalidation against prior marks, making investigation, and negotiating on assignment, and helping the client to remove obstacles to their trademarks in China market.
- Represented a Chinese sportswear brand in developing its trademark portfolio strategy across domestic and international markets; additionally, provided full-spectrum trademark enforcement services in China, including but not limited to: investigation, notarized purchases, and litigation.
- Represented and advised a Singaporean Fintech company on trademark registration and protection in China and abroad.

Provided trademark and copyright legal services to a range of other renowned international brands, including but not limited to: a Dutch television production company, a Dutch architectural brand, an Italian luxury menswear brand, a Swedish liquid food packaging brand, a Canadian outdoor sports brand, a U.S.-based online travel review platform, an American medical device brand, a Singaporean hotel brand, a Japanese general trading company, a Japanese fast-moving consumer goods (FMCG) brand, among others.