北京德和衡律师事务所
BEIJING DHH LAW FIRM



MENG Aihua

Equity Partner

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Language	Mandarin, Korean, English

Education Background

China University of Political Science and Law–Bachelor of Laws

Seoul National University, South Korea–Master of Laws in Intellectual Property Law; Ph.D. Candidate

Professional Experience

Current: Beijing DHH Law Firm

past:

• Beijing Hengdu Law Firm

• Beijing Jijia Law Firm

• Embassy of the Republic of Korea in China

Practice Experience & Expertise

Attorney Meng primarily handles cases in the fields of trademarks, copyright, unfair competition, trade secrets, franchising, and other intellectual property areas, as well as various commercial dispute resolution matters. She is capable of providing clients with comprehensive IP strategy development, risk mitigation, and commercial dispute resolution solutions.

Having previously worked at the Embassy of the Republic of Korea in China, Attorney Meng is proficient in providing services to clients in both Chinese and Korean. She has also practiced at Beijing Jijia Law Firm and Beijing Hengdu Law Firm. Throughout her career, she has handled over a thousand intellectual property cases and commercial contract disputes. Among these, several trademark litigation cases, such as those concerning "Menglianggu Six Sisters," "Chaoji," and "yeezy," have been recognized as typical cases or reported by the media. Furthermore, a special effects production contract dispute case she represented, involving a large Korean VFX company and a listed Chinese film and television company, was selected by the Beijing Lawyers Association as an "Outstanding Case in Foreign-Related Legal Services for 2021."

Beyond her legal practice, Attorney Meng is dedicated to continuous learning and emphasizes the integration of theory with practice. Since 2009, she has published dozens of articles (or commentaries) in numerous renowned domestic and international professional newspapers and academic journals, including Legal Daily, Square & Circle

Legal Politics, Information Network Security, China Intellectual Property Review, China Business Law Journal, China Intellectual Property Report, Procuratorate Daily, Tongji University Journal, and Jurist's Teahouse. She possesses unique insights into various IP fields such as trademarks, copyright, and unfair competition, and her articles have generated a notable degree of social influence.

Representative Cases

• Represented a well-known Korean game company in domestic game infringement investigations and conducted pre-litigation enforcement actions.
• Assisted ZPLAY (Zhangyou Tianxia (Beijing) Information Technology Co., Ltd.) with compliance review for game introduction and trademark administrative litigation.
• Represented Kingame Corporation Limited in compliance review for game launch.
• Represented a Beijing-based game technology joint-stock company in compliance review for game launch.
• Represented a Shanghai-based game technology development joint-stock company in compliance review for game launch.
• Represented a Hubei-based network technology company in compliance review for game launch.
• Conducted agreement review and trademark portfolio planning for a Korean game developer.
• Represented Guangzhou Dexin Property Co., Ltd. in first instance, second instance, and retrial proceedings against a financial company invested by Tencent for trademark infringement and unfair competition.
• Represented Model Industry Top Brand Company in first and second instance proceedings against a Hebei-based modeling training company for trademark infringement and unfair competition.
• Represented Interlims Medicine (Beijing Linte Pharmaceutical Company) in a second instance case concerning trademark infringement and unfair competition disputes.
• Represented China National Pharmaceutical Group in the acquisition of medical device patent technology from a Korean company, including contract drafting and business negotiations.
• Represented a large Korean special effects production company in first and second instance proceedings against a listed Chinese film and television company for contract disputes.
• Represented a Korean education and training institution in responding to patent infringement and unfair competition disputes.
• Represented renowned cartoonists Zhao Chunqing and Huang Rong in copyright enforcement litigation.
• Represented NetEase, Inc. in a series of administrative cases concerning trademark rejections and oppositions.
• Represented Shenzhen Fuanna Bedding and Furnishing Co., Ltd. in trademark opposition and dispute cases.
• Represented Shanghai Zuonuo Industry & Trade Co., Ltd. in a second instance administrative lawsuit against a foreign company concerning trademark invalidation.
• Represented ZPLAY (Zhangyou Tianxia (Beijing) Information Technology Co., Ltd.) in first and second instance administrative lawsuits concerning trademark rejection reexaminations.
• Represented Tianjin Zhendi Trading Co., Ltd. in a second instance administrative lawsuit concerning trademark opposition reexamination against a Tianjin-based liquor group company.
• Represented Beijing Zhongso Network Technology Co., Ltd. in a first instance technology contract dispute against an individual.
• Represented Fujian Jinjiang Wantaisheng Shoes & Apparel Co., Ltd. in a first instance administrative lawsuit

against a foreign outdoor products company concerning trademark invalidation.
• Represented JJLKIDS (Xiamen Jijile Children's Products Co., Ltd.) in a first instance administrative lawsuit against an individual concerning trademark invalidation.
• Represented a listed Korean game company in an online game copyright infringement lawsuit in China.
• Represented a Korean cultural company in financing negotiations and contract review in China.
• Represented a Korean children's products company in trademark and copyright enforcement actions in China.

Publications

Books Published

• Participated in a project organized by the court. The project content was compiled and published in April 2017 as the book "Translation Compilation of Foreign Laws on Court Organization and Judge Management".
• Co-authored the book "Intellectual Property Difficult Cases: Lawyers' Agency Strategies and Judicial Analysis" organized by the Deheng Lawyer Group Intellectual Property Team, published in October 2018.
• Co-authored/edited the book "A Compliance Guide for Online Games Going Global", publicly published in November 2019. The latter is a comprehensive resource compiling laws, regulations, and policy concepts related to online games in countries such as South Korea, Japan, India, and Malaysia. It thoroughly analyzes risks and issues Chinese game companies may encounter when distributing products overseas, providing strong support for their global expansion.

Selected Publicly Available Articles or Commentaries

• Expert Commentary: "A Dispute Arising from a Single Word: 'Yanzhiwu' and 'Yanzhiwo' Face Off in Court!" published in China Intellectual Property Report.
• Professional Paper: "Legal Risks and Compliance Suggestions for the Light-Asset Operation of Education Companies" published on The Economic Observer website and Wolters Kluwer.
• Professional Paper: "When Signing Contracts: Assess the Person or the Seal?" published on The Economic Observer website and Wolters Kluwer.
• Expert Commentary: "How to Determine the Distinctiveness of Service Marks?" published in China Intellectual Property Report.
• Expert View: "Is Livestreaming Online Game Footage Infringement?" published in Procuratorate Daily.
• Expert Commentary: "How to Adapt to the 'Agent Squatting' Clause?" published in China Intellectual Property Report.
• Expert View: "Does Using 'Automatic Writing Software' for Creation Avoid Infringement?" published in Procuratorate Daily.
• Expert View: "Do Fan-Made Videos Infringe Copyright?" published in Procuratorate Daily.
• Expert Commentary: "How to Handle the Conflict Between Trademark Rights and the Rights to the Unique Name of Well-Known Goods?" published in China Intellectual Property Report.
• "How to Protect the Trademark Rights of Online Game Names" published in China Intellectual Property Report.
• Expert Commentary: "The 'Wedgold' Trademark Case of Wedome: How to Resolve the Conflict Between Trademark Rights and Copyright?" published in China Intellectual Property Report.
• Expert Commentary: "How to Handle the Conflict Between Trade Name Rights and Trademark Rights?" published in China Intellectual Property Report.

• Expert View: "Unauthorized Rebroadcasting of Sports Events Constitutes Infringement" published in Procuratorate Daily.
• "Legal Standard? Or Moral Standard? - Revisiting the Constituent Elements of Bad-Faith Trademark Squatting" published in China Business Law Journal magazine.
• "Cancellation of a Trademark Containing a Generic Name Requires Proof of Confusion" published in China Intellectual Property Report.
• "A Successful Judgment: The End, or the Beginning? - An Interpretation of the Second Instance Judgment on the 'sofang SouFun' Trademark Opposition Reexamination" published in China Business Law Journal magazine.
• "On the Amendment of the Legislative Purpose of China's Copyright Law - From the Perspective of Promoting the Development of the Cultural Industry", co-authored with Professor Ma Zhongfa of Fudan University, published in Tongji University Journal, Vol. 24, No. 3, June 2013.
• "Main Contents of Recent Revisions to the Korean Copyright Act and Its Implications", co-authored with Professor Ma Zhongfa of Fudan University, published in the "China-South Korea International Economic and Trade Cooperation Seminar Proceedings" of the "China-South Korea Economic and Trade Cooperation International Seminar" held by Zhejiang University in 2013.
• "Comparison and Implications of Chinese and Korean Stipulations on the Tort Liability of Internet Service Providers", co-authored with Professor Ma Zhongfa of Fudan University, published in China WTO Tribune.
• "South Korea: Legal Education Reform 'In Full Swing'" published in Legal Daily Weekend.
• "The Social Responsibility of Lawyers in Evolution in South Korea" published in the November 2009 issue of Square & Circle Legal Politics.
• "South Korean Lawyers: 'Amphibious'" published in the July 2009 issue of Square & Circle Legal Politics.

Social Activities

• Deputy Secretary-General, Competition and Anti-Monopoly Law Professional Committee, Beijing Lawyers Association
• Member, Intellectual Property Committee, Beijing Chaoyang District Lawyers Association
• Member, International Economic Law Research Society, Beijing Law Society
• Member, International Association for the Protection of Intellectual Property (AIPPI)
• Arbitrator, Jinan Arbitration Commission
• Arbitrator, Harbin Arbitration Commission
• Arbitrator, Tianjin Arbitration Commission
• Arbitrator, Cangzhou Arbitration Commission
• Arbitrator, Zibo Arbitration Commission
• Mediator, Haikou International Commercial Mediation Center

Honors

• 2017: Recognized as "International High-end Business Professional of Chaoyang District, Beijing"
• 2018: Selected as a "New Social Stratum Individual" by the United Front Work Department of Chaoyang District, Beijing
• 2020: Admitted into the "Foreign-Related Lawyers Talent Pool" of the Beijing Lawyers Association
• 2023: Selected as a "Foreign-Related Lawyer Talent" by the Ministry of Justice; participated in and completed an

advanced training seminar