北京德和衡律师事务所
BEIJING DHH LAW FIRM



CUI Chunhua

Equity Partner

Offices Beijing

Phone

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Language Mandarin, English, Korean

Awards

Ms Cui was recognized personally as :

Managing Intellectual Property-**Trademark Star** of the Intellectual Property Star in 2024 Power National IP Forum 2019-The“**Recognized Lawyer**”;

She is one of the key contributors to the following firm awards at Beijing DHH Law Firm :

Commercial Law **-** Annual Outstanding Law Firm Award in Competition and Antitrust, Media Entertainment and Sports in 2023

ALB China **-** Intellectual Property Business Ranking 2023

Qualifications

Ms. Cui holds the following qualifications and distinctions:

Member of the Cultural and Media Business Research Committee: Chaoyang District Bar Association, Beijing

Listed in the Pool of Overseas Intellectual Property Center Legal Service Law Firms: Korea Intellectual Property Protection Agency (KOIPA)

Listed in the Talent Pool of Foreign-Related Lawyers: Beijing Bar Association

Co-Tutor of the Master of Law Program: Zhongnan University of Economics and Law

Mediator: Beijing Association for Alternative Dispute Resolution

Qualified Arbitrator: Shenzhen Court of International Arbitration

Board Member: China-Korea Intellectual Property Attorneys (CKIPA)

Board Member: Beijing International Economic Law Society

Experience

Ms. Cui has over 18 years of experience in the intellectual property field. She has extensive expertise in providing comprehensive legal services to both international and local clients across a wide range of contentious and non-contentious intellectual property matters. Her IP practice includes prosecution, anti-counterfeiting, enforcement, licensing, litigation, and arbitration.

Additionally, she has significant experience in international dispute resolution, including litigation, mediation, and arbitration in the TMT (Technology, Media, and Entertainment) field. Ms. Cui has in-depth experience in media and entertainment, fashion, cosmetics, food, electronics, and other industries. She also works with new technology companies, including those in the digital economy, internet, and AI sectors.

Her clients include high-profile celebrities such as Michael Tyson and Travis Scott, as well as multinational corporations and organizations like Samsung, SPC (brand owner of Paris Baguette), the Italian Fashion Industry Association, and Scandinavia Airlines. She also represents well-known domestic entities, including State Grid Corporation of China, Huace Pictures (a leading media company), and China Central Television (CCTV).

Representative cases:

- Handled several trademark infringement and unfair competition lawsuit litigation for the mark “PARIS BAGUETTE” of the well-known food company
- Outside Legal Counsel for Intellectual Property Dispute for Samsung including handling
- trademark, copyright related dispute cases and etc.;
- Outside Legal Counsel for Huace Pictures (famous media company) for copyright related matters, including providing legal service for the project “My Little Pony-The new generation” and “Ninja Express”
- Outside Chinese Legal Counsel for Intellectual Property Matters for Italy Fashion Industry Association Guideline Project
- Outside Legal Counsel for Intellectual Property Dispute for a CCTV(China Central Television).com
- handling trademark and copyright dispute cases and etc.;
- Handled copyright related dispute for a technology company;

- Handled a trademark ©right related litigation for a famous Cartoon company;
- Handled several trademark administrative litigation before first and second instance courts including the appeal against refusal review decisions, invalidation decisions, review of non-use cancellation decisions and etc
- Outside Legal Counsel for Intellectual Property Dispute for a CCTV(China Central Television).com;
- Handled several trademark administrative litigation before first and second instance courts including the appeal against refusal review decisions, invalidation decisions, review of non-use cancellation decisions and etc.
- Handled re-trail cases before the Supreme Court for trademark administrative litigation;
- Handled investigations and enforcement against trademark infringements;
- Handled a trademark ©right related litigation for a famous Cartoon company;
- Handled a Litigation in dispute of infringement of reputation right of a Chinese celebrity
- In charge of all trademark prosecution and conflict matters for major clients ITW(Illinois Tool Works) and over 700 subsidiaries of the same, Jones Apparel and etc.
- Managed the trademark registrations for clients in many countries and regions including Hong Kong, Macao, Taiwan, South Korean, North Korean, Japan, United States, Europe Union, India, Indonesia, Philippines, Vietnam, United Arab Emirates and etc.
- Represented Chinese clients in Madrid Registration, Assignment, Renewal, Modification
- Handled hundreds of refusal appeal cases and applications for obtaining the registration certifications for international applications filed through Madrid Agreement and Protocol and designating China, among which many are upheld by TRAB and the marks are protected in China. Representative cases: represented the super celebrity, boxing legend TYSON in Cancellation in Dispute against the Trademark “MICHAEL TYSON” of Reg. No. 8680776 and won the case.
- Provided trademark portfolio management services to Samsung Electronics including trademark search, application, review and renewal.
- Represented a famous wine company in opposition defense case and successfully maintained the registration; Represented a famous beer company in opposition case and successfully removed the application;
- Filed copyright recordal for computer software and artwork for client including Inner Mongolia University and etc.

- Assisted clients in domain name registration, assignment and dispute

Affiliation/Activities ?

- Lecturer at Best Practice Seminar 2019 held by US Immigration and Customs Enforcement (ice) ;
- Lecturer at Korean Licensing Conference 2019;
- Lecturer at the Comparative Symposium on IPR protection system of China and Korea held by Korean KOTRA & IPMS and Chinese Korean IP Expert Society, 2018. 12
- Lecturer at the IP Protection Symposium held by Beijing Municipal Intellectual Property Office
- Lecturer at the IP Protection Symposium held by Qingdao Association of Industry and Commerce
- Mentor of Intellectual Property Law of a state-owned enterprises leaded by local government and organization under Beijing Municipal Intellectual Property Office;
- Mentor of Intellectual Property Law for Korean Star-ups in China organized by Beijing Innoway and Korea Institute of Start-up Entrepreneurship Development
- Attendee of INTA International Trademark Association (INTA) annual meetings held in the US for several times

Publications?

- Remedies against Trademark infringement in China, published by KOTRA China IP DESK
- Guideline for Corporate Intellectual Property Management (Published in 2020 by Huazhong University of Science and Technology Press
- Analysis on Risk of Trademark Infringement of “Parallel Imported Goods” and Retails Sales on Cross-Border E-commerce Platforms, Published in 2019 on China Lawyers (Official website of China National Lawyers Association) as well as other major medias including China Today ; Pengpai News; Phoenix News; Xinhua News Online; Chinese People's Political Consultative Conference (CPPCC) News and etc.
- Problem and Solution on Intellectual Property Protection for Foreign Enterprises in China, First Published on Journal of Russian School of Private Law on December 2018;

- Trademark Rights in Company Merger and Acquisition, First Published on DHH Lawyers