



HE Wei

Partner

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English

Overview

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Wei He is a Partner and an attorney-at-law based in the firm's Beijing Office, where he has been practicing since 2009.

Wei's practice focuses on virtually all aspect of enforcement and dispute resolution relating to intellectual property rights, covering fields of trademarks, geographical indications, copyrights, domain names, unfair competition, IP transaction and licensing.

Wei caters on a frequent basis to the intellectual property needs of world-renowned corporations in myriad industries, including pharmaceuticals, fashion, luxury, FMCG, spirits and entertainment. His dedication to professionalism and innovative approaches to get the job done consistently exceed his clients' expectation.

Wei has been one of the key players in securing favorable results for the firm's clients in a few high-profile cases. He obtained for a French client, landslide victories from the trial court and the court of appeal, which affirmed trademark infringement, ordered cessation and damages of RMB 15 million to be indemnified by one of the most obstinate infringers. He represented a luxury brand in prevailing in the trademark infringement and unfair competition suit against a real estate developer using the client's trademark and iconic design as building name and in business promotion activities, obtained judicial well-known trademark recognition, injunction and damages of RMB 2 million, a case selected as one of Qingdao Court IP Exemplary Cases. His track records also include one case that is selected as the Deals of Year by China Business Law Journal for its significance of being an exception to the Safe Harbor Principle, a criminal proceeding against a sophisticated counterfeiting syndicate that is included in the annual 50 exemplary IP cases by China's Supreme People's Court as well as another one selected as one of the 10 Exemplary IP Cases in 2020 by Xi'an Intermediate Court.

Wei made his debut in Managing IP's List of Notable Practitioners in 2020. He was ranked again in 2024. Wei is also listed as one of the "Other Key Lawyers" by the Legal500 Greater China 2025.

Credentials

LLM, Durham University

Leadership ↘

INTA Unfair Competition Committee

Qualifications ↘

China Bar