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## LI Jie

**Partner**

**Service:** Trademark / Litigation / Copyright / Investigation & Enforcement

**Language:** Chinese / English

### Overview

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Li Jie is a Partner based in the firm's Beijing Office, where she has been practising since 2013.

Jie has embarked on intellectual property practice since 2007. She mainly caters to the IP needs of Chinese magnates including China Mobile, Suning Corporation, Kweichow Moutai Group, China Tobacco Yunnan Industrial LLC, Taetea Group, Taikang Insurance, providing comprehensive trademark portfolio management advice, trademark enforcement counselling, among others.

Jie has abundant experience in helping clients obtain well-known trademark recognition through administrative and judicial route.

Jie co-authors the article "Meituxiuxiu: Recognition of well-known trademark in Internet context", which is published by China Business Law Journal in its November 2018 Volume 9 Issue 10.

### Credentials

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BA, Chengdu University of Information Technology