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Service

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Overview

Li Chen is a trademark counsel and an attorney-at-law based in the firm's Beijing Head Office, where she has been practicing since 2016.

Chen's practice focuses on trademark prosecution and contentious matters. She has been advising Fortune 500 corporations and industrial magnets on trademark clearance search, planning and building sound trademark portfolios, recognition of well-known trademarks, customs recordation and border protection, copyright registration, and administrative litigation related to various trademark procedures before the China National Intellectual Property Administration.

Chen serves clients in FMCG, industrial manufacturing, fashion & apparel, sports & leisure, and food & beverage industries.

She frequently utilizes her expertise to help the client's legal and marketing team in smoothing market entry of their new products by proactive risk assessment, defensive portfolio planning and customizing filing strategy. Chen's proactive and meticulous approach has been applauded by the clients.

Education

Master of Laws (LL.M.), Beijing Foreign Studies University

Bachelor of Laws (LL.B.), Beijing Foreign Studies University