

Yang Siping

Lawyer | beijing



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★ ***Business area :***

Culture/Media/Entertainment | Technological Innovation | Medical/Health |
Consumer/Retail | Intellectual Property | Antitrust and Competition Law |
Company/Foreign Direct Investment | Dispute Resolution and Litigation

★ ***Education background:***

Bachelor of Laws, China University of Political Science and Law

Master of Civil and Commercial Law, China University of Political Science and Law

★ ***Social duties:***

Co-chair, INTA Bulletins China Subcommittee

AIPPI Trademark Committee member

Deputy Secretary-General of the Trademark Law Committee of Beijing Lawyers Association

★ ***Main works:***

1.Reassessing Your Toolbox: Strategies for Defeating Trademark Squatting in China, The Trademark Lawyer, 2018

2.How to Apply for Well-known Trademark Recognition in China, The Trademark Lawyer, 2018

3.Prevent your business partners from squatting on your TM, Asia Business Law Journal, 2019

4.Registration and Protection of 3D mark in China, The Trademark Lawyer, 2019

5.China's Unique Sub-classification System under the Trademark Law, The Trademark Lawyer, 2019

6.Don't wait-register your design patent in China now, Asia Business Law Journal, 2020

7.A shield and a sword: non-use cancellation of registered trademarks in China, The Trademark Lawyer, 2021

8.Deep Fakes vs. the Truth: Putting Brands at Risk, www.inta.org, 2021, Co-authors: Michelle Gorton (Australia), Simone Villaca (Brazil)

9.CHINA: British Car Brand BENTLEY Wins Litigation and Administrative Decisions Against Infringing Trademark Applications, www.inta.org, 2021

10.CHINA: Report Released on Conflict of Trademark and Trade Name Legal System, www.inta.org, 2022

11.How to Protect Slogans as Trademarks in China, www.inta.org, 2022

12.CHINA: Supreme Court Rules That Trademark Extension Theory Cannot Replace a Judgment for Similarity, www.inta.org, 2022

★ ***Some Vip Customers:***

San Miguel Corporation,

SHAKEY'S PIZZA,

Guizhou Bailing Group Pharmaceutical Co., Ltd.,

TIAMAT,
Xiron Culture Group,
Huasheng Media,
Northside,
Firefly Electric and Lighting Corporation

★ ***Main practice experiences :***

Ms. Siping Yang is an exceptional lawyer and she has practiced in the field of intellectual property law, corporate law and dispute resolution for almost 20 years, with a focus on trademark law. She has in-depth experience in trademark litigation, trademark portfolio management and strategic counselling. Her expertise covers all stages of the trademark lifecycle and consists primarily of procurement, opposition and cancellation proceedings, strategic counseling, civil litigation and enforcement. She is highly skilled in assisting with trademark portfolio management, including selecting trademarks with a particular value, filing, and enforcement strategies in accordance with clients' commercial objectives, preparing agreements related to the assignment of IP rights and setting up guidelines for properly promoting, advertising and using trademarks both in-house and externally. Her experience extends to internet-related subjects like domain name cybersquatting and social media. She also counsels clients regarding trade secret issues, antitrust and competition law, and non-disclosure agreements.

Ms. Yang always provides clients with tailored legal solutions in a rapidly changing Chinese market. She has played a fundamental role in securing and protecting their valuable intellectual property rights. Thanks to her creative approach and wealth of experience in serving well-known multinationals in almost two decades of practice, Ms. Yang has earned an international reputation.

Ms. Yang has published many articles with INTA, The Trademark Lawyer and Asia Business Law Journal.

The industries Ms. Yang serves include AI, Internet, biology and medicine, medical equipment, culture, media, entertainment, cosmetics, food and beverage, etc.