



LIU, Yujia

Trademark Attorney, Attorney at Law

Working Languages: Chinese, English

Practice Experience:

Since October 2013, Ms. Liu has been working on cases of trademark search, application, refusal review, opposition, invalidation action, and other non-litigation business for foreign clients, and has abundant experience in copyright registration, customs recordal, raid action, etc. Since obtaining the lawyer's qualifications in 2017, she has actively represented clients in trademark administrative and civil litigations, and has handled more than 100 administrative litigations so far. She served for famous clients like Koch, Molex, Sanofi, LG, JCB, Wangwang, KUKA, M&G, Bonjourhk, TUNGHSU, etc. She is particularly good at analysis of case details, flexible case settlement and voluntary communication with clients. With overall consideration of client's requirements, she is able to provide professional and thorough legal service in the trademark area. Her participated case "JCB' Gasoline Hammers Customs inspection" was selected as one of the Notable Cases (2018-2019) by China Trademark Association. Ms. Liu was selected as the "Trademark Agency Gold Medal Service Individual" by the China Trademark Association in 2022 and was rated as Level 1 in the Trademark Talent Pool in 2023.

Work Experience:

Lung Tin Law Firm, Lung Tin Intellectual Property Agent Ltd., Trademark Attorney, Attorney at Law
Unitalen Attorneys at Law, Trademark Attorney Assistant, Trademark Attorney

Education/Trainings:

LLM, *Durham University*, in International Trade and Commercial Law

LLB, *Beijing University of Traditional Chinese Medicine*, in Law

Publications/Presentations:

"Draft Amendment to the Trademark Law Strengthens Use Obligation - Will this change the game?",
March 2023, Beijing, Lung Tin Official Account

"Analysis on the consistency of goods designation and actual use from the 'EAGLE' cancellation review case", July 2020, Beijing, Lung Tin Official Account

"Discussion on the legal regulation of trademark agencies using shell companies to preemptively

register trademarks of others”, November 2016, Beijing, Lung Tin Official Account

Social Activities:

2022 Trademark Agency Gold Medal Service Individual

2023 Trademark attorney of Level 1 at the Trademark Talent Pool

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