



## Zhengnan GONG Partner

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Working Language: Chinese | English | French

Professional Field:

Intellectual Property/Cross-Border Business/Corporate Business, M&A and Bankruptcy  
Liquidation

Industry field:

Telecommunication, Media & Internet | Consumer Goods & Retail | Culture & Sports

### Personal profile

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Ms. Gong is a lawyer at the Paris and Chinese Bars, and practices in both countries. She is also the founder of GONGAVOCATS Law Firm in Paris. Thanks to her double legal competence, she practices in the field of business law and intellectual property law in both countries.

With her practice experience in these two countries, for more than ten years, Ms. Gong has provided comprehensive legal advice and support for French clients in their investments in China and defend their Intellectual Property rights. Her remarkable professional background also allows her to develop recognized expertise in protecting well-known trademarks in Chinese market.

She advises Chinese clients who wish to set up or develop their business in Europe and France, assists them in their cross-border investments on company establishment, commercial contracts, mergers and acquisitions and other legal advice for company operations. Ms. GONG has also represented many well-known Asian brands and defended their rights in EU and France.

Ms. GONG works in Chinese, English and French. She represents clients directly before the CINPA (China National Intellectual Property Administration), the INPI (French Intellectual Property Office) and the EUIPO (European Union Intellectual Property Office), and the courts of these two countries.

### Education background

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Master of Chinese Civil and Business Law (Southwest University of Law and Politique Science, China)

LL.M.-Master of Laws in European Business Law (University of Aix-Marseille III, France)

Master of Intellectual Property Law (University of Bordeaux IV, France)

### Work experiences

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2011-2013: NARBONI&ASSOCIÉS Law Firm, Paris, France

2013-2018: NOVAGRAAF, Paris, France

2019-Till now: GONGAVOCATS, Paris, France

2022-Till now: TAHOTA, Chengdu, China

### Representative performance

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Practiced for a long time in anti-counterfeiting infringement cases for well-known French Bordeaux wine and French clothing fashion brand in China.

Represented clients from China, Hong Kong, Taiwan, and South Korea in intellectual property cases in the EU and France for a long time, including well-known Korean electronics and communications multinational groups, well-known Korean cosmetic groups, and well-known Chinese communications companies.

Acting as the legal counsel in China for well-known French fashion designers and art designers.

Acting for many Chinese companies in their investment projects in France, including consulting on the establishment, operation and labor laws for French subsidiaries, clients covering mobile communications, electrical appliances, foods and video games.

Acting for a well-known household electrical appliance company and its Hong Kong subsidiary in commercial legal advice and intellectual property protection in the French market.

Acting for a well-known listed e-commerce group in Shanghai in its due diligence and intellectual property protection cases in France.

Represented Shandong Well-known Tire Group in EU trademark infringement cases.