



Cheng Ying Lawyer

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Working Language: Chinese | English | Japanese

Professional Field:

Intellectual Property/Human Resources & Employment/Corporate Business, M&A and
Bankruptcy Liquidation/Dispute Resolution

Industry field:

Telecommunication, Media & Internet | Culture & Sports | Hotel & Catering | Real Estate
& Construction

Education background

China University of Political Science and Law Juris Master (Civil and Commercial Law)

East China Normal University Bachelor of Arts (Japanese Language)

Work Experience

Canon (China) Co., Ltd. IP & Legal Supervisor

Bank of Tokyo-Mitsubishi UFJ (China), Co., Ltd. Compliance Officer

Representative performance

Providing legal services for companies on cultural creativity industry and technology, including IP (focusing on copyright and trademark) acquisition, management and protection, practices of company business, M&A and cross border protection cases and litigations, etc., representative cases include:

1. Acting as IP counsel, conducted the acquisition of trademark "Delighting You Always" in main Asia countries, obtained China Well-known Trademarks for Canon Inc..
2. Acting as agent for a well-known catering service company, conducted raid actions and litigations against TM infringers, and obtained satisfactory results.
3. Acting as attorney for a state-owned publishing group, responded to litigation on copyright infringement and won.
4. Acting as attorney for an old and famous catering service company in Sichuan, responded to litigation brought by Video Copyright Collective Management Society in China on copyright infringement, and won.
5. Acting as attorney for several state-owned companies and institutions, obtained satisfactory results on dispute resolution of IP, investment and labour affairs.
6. Advising on technical cooperation and acquisitions between a well-known liquor manufacturing enterprise and a prestigious university in Sichuan.