

Speaker Profile:

MIA LI



李慧

Partner

Mia Li joined HongFang Law after completing her degree of Master of Intellectual Property Law and has been rapidly growing in experience these past few years. Mia now provides full-range IP protection services to international brand holders in multiple industries including but not limited to fashion, pet foods, industrial, medical industrial, winery, etc. Her extensive experience has been greatly recognized by her clients.

Mia obtained rich experience in trademark acquisitions and non-litigation administrative cases including strategic trademark filings, assignment negotiations, trademark oppositions, invalidations, three-year non-use cancellations, refusal appeals, etc., and administrative litigations. Mia is also an expert in the civil litigation field including trademark infringement and unfair competition litigations. It is worth mentioning that in administrative litigation and trademark invalidation decision Mia is representing the client Diageo, Diageo's trademark was recognized as a well-known trademark by the Beijing IP Court. Mia also has rich experience in border protection cases including Customs IPR recordation, whitelist recordation, dealing with Customs seizure, OEM shipments, and relevant civil litigations. In these years working for HongFang Law, she has handled about two hundred border protection cases for several brand owners.

She has been made partner in April 2022.

CHINA IP Helpdesk and CICC IPWG:

Training Program on IP Protection through Customs (three sessions)

Preferred sessions:

Session I

Regulatory framework and procedural aspects:

How to increase IP protection through Customs registration and enforcement

Session II

Preparation and Planning:

Factors to consider when planning IP protection through Customs