



Lihui Zhao Partner

Practice Areas: Intellectual Property, Dispute Resolution

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Professional Experience

Lihui Zhao is a partner at Merits & Tree. Prior to joining Merits & Tree, Mr. Zhao has worked in Intellectual Property Court of the Beijing Second Intermediate People's Court for six years. He has worked on over 600 cases regarding IP. Among them, two were selected into the fifty representative cases of China Courts regarding disputes on intellectual property rights in 2012. Mr. Zhao also formerly worked in two leading law offices in China--Junhe LLP and Fangda Law Office for five years. During that time, he has dealt with a number of significant cases on IP.

Mr. Zhao has 11 years of experience in offering legal services on intellectual property, such as patents, trademarks, copyrights, unfair competition, and business secrets. His working experience at both the court and the law offices enables him to provide legal services for clients in a more innovative way and from multiple perspectives. Mr. Zhao specializes particularly in solving IP disputes cases related to complicated technological issues.

Education

B.A. in Chemical Industry and English, Dalian University of Technology
LL.M., Peking University (IP direction)

Qualifications

Mr. Zhao has been admitted to practice in the People's Republic of China and has received the qualification of a patent agent in China.

Working language

Chinese and English

Representative Cases

1. Intellectual Property

- Acting for Gree Electronic Company against AUX in a series of cases on civil patent infringement and patent invalid cases;
- Acting for Institute of Mechanics Chinese Academy of Sciences in the case on patent infringement; obtain favorable verdict for the first instance by countering the patent right case;
- Acting for Xi'an Haosheng Electronic Company in the case on patent

- infringement; inhibited the counter party's litigation by claiming the patent invalid;
- Acting for Institute of Chemistry Chinese Academy of Sciences on patent disputes;
 - Providing an analysis report on the infringement risk for the Institute of Physics and Chemistry of the Chinese Academy of Sciences.

2. Trademark

- Within the context of the Troodon Entertainment Technology's using of the "One Piece" trademark and was not revoked for three years, Mr. Zhao provides legal advice, wins the lawsuit and revokes the decisions of the business raters.
- Acting for the Troodon Entertainment Technology in the case of "One Piece" trademark infringement and disputes over unfair competition.
 - Acting for the Beijing Draper Fisher Jurvetson in the case of indicted trademark infringement and unfair competition.
 - Acting for the Mobike Company over contract disputes of trademark leasing

3. Copyright

- Participating in the authorization project for the development of intellectual property for Panda Culture Co., Ltd.
- Acting for Tencent in the case of indicted infringement of the right of film information network communication.
- Acting for Kankan Company over the disputes of the right of film information network communication and the cases of unfair competition.
- Acting for the GoLive TV Tech Co., Ltd in the case of indicted infringement of the right of film information network communication.
- Acting for ZCOOL to prosecute Huaban over the infringement of the right of Image information network communication and unfair competition.
- Acting for CCB and Huaxia Bank in the case of indicted infringement of the right of Image information network communication.

4. Unfair Competition

- Acting in the cases of unfair competition between Sogou and Qihoo;
- Acting in the cases of unfair competition between Toutiao and Phoenix New Media