

Lance Gong

Partner

Intellectual Property | Dispute Resolution



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Lance Gong is a partner at Merits & Tree Law Offices. Lance's main practice areas include IP dispute resolution, IP due diligence, and patent prosecution. With over a decade of extensive experience, Lance has represented clients such as Netac Technology, Tower Energy, 360 Technology, Kanghong Pharma, Dalicap, Chipone Technology, and NVC Lighting in disputes including patent infringement, patent ownership, patent invalidation, trade secret infringement, software copyright infringement, trademark infringement, and unfair competition, achieving client-satisfactory outcomes. Several cases Lance has handled have been recognized as model cases by the Supreme People's Court and local courts.

Lance has also provided legal advisory services—including patent stability analysis, patent infringement risk analysis, patent ownership dispute risk analysis, trade secret infringement risk analysis, and IP due diligence—to clients such as Morgan Stanley, CICC, Pegbio, Convalife, Huaren Pharmaceuticals, and Diagens. In addition, he has offered patent portfolio development, patent prosecution, and IP advisory services to technology enterprises including Samsung Group, Baidu, Sunny Optical, and SenseTime.

Prior to joining Merits & Tree Law Offices, Lance was a partner at Commerce & Finance Law Offices and was with Insight Intellectual Property Agency Co., Ltd for many years.

Achievements

💡 Intellectual Property Dispute Resolution

- Represented a wellknown domestic company in the patent invalidation proceeding and subsequent administrative litigation against ITW, successfully invalidating all patents that posed a threat to the client. The patent administrative litigation case was selected into the Summary of Adjudicative Guidelines of the Intellectual Property Court of the Supreme People's Court (2024).
- Represented Chengdu Kanghong Pharmaceutical Group Co., Ltd. in defending against a patent infringement dispute brought by H. Lundbeck A/S, and obtained a favorable judgment. The jurisdictional ruling in this case was also included in the Summary of

Adjudicative Guidelines of the Intellectual Property Court of the Supreme People's Court (2024).

- Represented Shenzhen Netac Technology Co., Ltd. in six patent infringement actions against Micron Technology, Inc. (U.S.), and won all six cases.
- Represented Tower Energy Co., Ltd. in defending against a communication-related patent infringement, and successfully invalidated the opposing party's patent through the patent invalidation proceeding and subsequent administrative litigation.
- Represented Hangzhou PingPong Intelligent Technology Co., Ltd. in defending against a patent infringement action concerning crossborder payment technologies brought by a subsidiary of Alibaba Group, ultimately compelling the opponent to unconditionally withdraw the lawsuit.
- Represented Capital Agribusiness & Foods Group in a wellknown trademark infringement dispute involving the core mark. The court found that the trademark at issue constituted a wellknown mark and, in a groundbreaking decision, granted crossclass protection extending from goods to services.
- Represented Eastern Pioneer Driving School Co., Ltd. in trademark infringement and unfair competition disputes, securing complete victories in all cases. Among these, the Heze case was recognized as one of the Top Ten Typical Cases of 2021 by Heze Intermediate People's Court.
- Represented Beijing Langdi Pharmaceutical Co., Ltd. in trademark infringement and unfair competition disputes, achieving a comprehensive win.
- Represented Huizhou NVC Lighting Technology Co., Ltd. in a series of trademark infringement disputes involving the core "NVC" mark, achieving favorable outcomes in all cases.

Intellectual Property Due Diligence

- Acted as IP counsel for Morgan Stanley and CICC in providing comprehensive legal services to Newmed Medical for its listing on the Hong Kong Stock Exchange, including FTO analysis for core and major products, core patent stability analysis, correlation analysis between core and major products and related patents, risk assessment of patent ownership disputes and business operation risks, and general IP due diligence.
- Acted as IP counsel for dozens of companies, including Pegbio, DiaGens Medical, and Huaren Pharmaceuticals, in connection with their listings on the Hong Kong Stock Exchange, providing IP due diligence services covering FTO analysis for core products, correlation analysis between core products and related patents, and patent ownership dispute risk analysis.
- Acted as IP counsel for Ascendin Fund in conducting indepth IP due diligence on several biopharmaceutical companies targeted for acquisition.

Patent Prosecution

- Assisted Samsung Electronics, Samsung Display, and Samsung ElectroMechanics in entering their Korean or U.S. patent applications into the Chinese national phase through the Paris Convention or PCT route.
- Assisted Baidu's U.S. R&D Center in entering its U.S. patent applications into the Chinese national phase through the Paris Convention or PCT route.
- Provided deeplearning patent mining services for SenseTime, covering areas such as face recognition, image generation, and text semantic analysis.

Education

Ph.D., University of Chinese Academy of Sciences

LL.M., Renmin University of China

B.S., Shandong University

Admissions

- PRC Bar
- CNIPA Patent Agent

Language

Chinese、English