



LI Yunquan

Partner

Service: Trademark / Litigation / Copyright / Investigation & Enforcement

Language: Chinese / English

Overview

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LI Yunquan is a Partner and an attorney-at-law based in the firm's Beijing office, where he has started practising since 2008.

Yunquan practices in the areas of intellectual property law with a focus on trademark prosecution and contentious matters. He also advises clients on matters concerning trademark due diligence investigation and negotiation on trademark purchase and does opinion work on various non-litigious trademark matters.

Yunquan has 16-year experience in prosecuting and litigating trademarks in China. He has been managing trademark portfolios, tailoring and executing trademark defense and enforcement strategy for Fortune 500 corporations and conglomerates. He has abundant experience in obtaining recognition of well-known trademark status for industry magnates through administrative and judicial routes. Yunquan has assisted quite a few multinational corporations in tactically retrieving trademarks from professional trademark squatters/hoarders on very favorable terms, which helps clear the legal hurdles and facilitate the launching of clients' new brands and/or products in the Chinese market. His expertise, quick response and meticulousness has been constantly applauded by the clients.

Yunquan was ranked by the World Trademark Review 1000 – The Definitive Guide to Trademark Legal Services as a Recommended Individual for his expertise in Prosecution and Strategy in 2022. He has remained on the list ever since.

He used to be an elected member of the Right of Publicity Committee for the 2020-2021 term and the Leadership Development Committee for the 2022-2023 term of the International Trademark Association (INTA). He currently serves the INTA Data Protection Committee for the 2024-2025 term.

Yunquan holds an LLM degree in IP and Technology Law, University of San Francisco.

Credentials

LLM., IP and Technology Law, University of San Francisco

LLB., Minzu University of China

B.A., Minzu University of China

INTA

China Bar