



## Education Background

Master of Laws, China University of Political Science and Law  
Bachelor of Laws, Law school of Peking University

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## Professional Qualifications

P.R.C Lawyer

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## Language Skills

Mandarin / English

# Lihua YANG

## Lawyer

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## ► Professional Experience

Lihua Yang has been committed to intellectual property, especially trade mark, copyrights, unfair competition, legal service since 2014. Lihua Yang's clients include large overseas corporations such as Dell Inc, Australian Grape and Wine Incorporated, Entertainment One UK Limited, Capitaland Group Pte.Ltd, well-known Chinese enterprises such as iQIYI, ZTE Corporation, Bilibili, Shanghai General Motors, China Aerospace Science and Industry Corporation, Suzhou Dao Xiang village, as well as a large number of private enterprises.

With formidable experience and prowess in IP Dispute Resolution, Lihua provides comprehensive consulting services, brand protection strategy, dispute resolution. Lihua focus on long-term and high level outcomes for a large number of foreign and Chinese clients. For example, Lihua Yang provided IPR strategies and IPR protection system for the IQIYI corporation. Lihua Yang Successfully defended ZTE Corporation against a Chinese company in trademark infringement dispute and the unfair competition case. She also successfully defended right holders of the Maneki Neko against banks and gold jewelry stores in the trademarks copyrights infringement dispute. She successfully safeguarded the legitimate rates and interests of clients and helped clients obtained high compensation.

Lihua Yang also provides her clients with IP strategy & Consultation based on their business type and development strategy, so that the enterprise's leaders can clearly determine the position, direction, define their goals and the path to achieve the goals.

## ► Practice Areas

Intellectual Property

Media & Internet

Litigation & Arbitration

## ► Professional Association

- Invited expert of Beijing Intellectual Property Protection Association
- Expert of Beijing Trademark Association
- Invited expert of Center of Intellectual Property of Law School of Capital University of Economics and Business