

Helen Xia (Shanghai IP Agency)

Partner
Beijing

Biography

As Head of our IPMT Group in Asia, Helen Xia focuses her practice on contentious and non-contentious IP works involving trademarks, copyright, patents, unfair competition, and IP licensing.

She brings extensive experience in IP litigation, portfolio management, obtaining and enforcing intellectual property rights, and commercial licensing in a wide range of industries. Helen has strong experience in IP litigation and has advised clients on administrative, civil, and criminal litigation involving IP infringement in China.

In addition, she has also regularly advised clients on their domestic and global IP portfolio management, developing brand protection strategies and enforcing their intellectual property rights in sophisticated hijacking and infringement cases. The clients she represents are from a wide range of industries, including construction & mining, fashion, food, multimedia, telecommunications, computers, and entertainment.

Helen serves as a director of Hogan Lovells (Shanghai) Intellectual Property Agency Service Co., Ltd., an IP service affiliate established under Hogan Lovells International LLP.

Helen is qualified to practice both in the PRC and the state of New York (United States). She has an LLB from Shandong University and an LLM from Peking



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Languages

English
Chinese
Mandarin

Practices

Copyright
Designs
Domain Names
Intellectual Property
Patents
Trade Secrets and Confidential Know-how
Trademarks and Brands
Technology Litigation
IP Litigation, Arbitration, and Alternative Dispute Resolution

University. She also has an LLM from the University of Michigan (United States). Prior to joining Hogan Lovells, Helen worked at a boutique IP law firm in New York. Helen speaks native Mandarin and fluent English.

Representative experience

Managing Caterpillar's Chinese IP portfolio, and handling its IP prosecution and litigation matters in China.

Advising a famous US-based movie studio in complex trademark litigation against a series of infringing entertainment complexes.

Advising a US health-centric real estate development service provider on portfolio management (including strategic advice regarding certification marks) and cross-border commercial IP.

Acting for one of the largest U.S. film and entertainment companies to successfully defend a copyright infringement claim raised by a Chinese writer.

Acted for a major U.S. hardware manufacturer and software developer on a copyright infringement litigation in China.

Acting for a Sweden-based power tool manufacturer on various IP-related matters, including trademark infringements, misuse of company name, etc.

Advising several world leading institutions on branding protection and commercial IP advice.

Acting for different clients on trademark filings, oppositions, cancellations, customs-related IP protections and enforcing trademark rights at trade fairs and exhibitions in China.

Awards and rankings

- Next Generation Partners, China, *The Legal 500 Asia-Pacific*, 2020-2023
- Leading individual for enforcement and litigation in China: Foreign, *WTR 1000*, 2023

Industries

Technology and Telecoms

Consumer

Sports, Media and Entertainment

Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

Media and Entertainment

Artificial Intelligence

Education and admissions

Education

LL.M., University of Michigan, 2005

LL.M., Peking University, 2002

LL.B., Shandong University, 1998

Memberships

International Trademark Association (INTA)

Bar admissions and qualifications

New York

People's Republic of China

Accolades

"Clients love working with partner Helen Xia and counsel Grace Guo.

- Leading individual for prosecution and strategy in China: Foreign, *WTR 1000*, 2023
- Innovative Practitioners, *Financial Times Asia-Pacific Innovative Lawyers for 2020*, 2020-2021
- Leading Trademarks Lawyer, China, *Who's Who Legal*, 2022

Latest thinking and events

- News
 - China tightens the screws on online unfair competition: new Provisions effective on 1 September 2024
 - Analysis of IP landscape (Greater China focus): update on patents and patent licensing, and current trends in trademarks, including insights from INTA Conference 2024
- News
 - Comparative Trademark Tool: Trademark systems in 111 countries
- Awards & rankings
 - Hogan Lovells IPMT practice continues to lead in Chambers and Legal 500 Asia Pacific 2024 rankings
- News
 - Beijing Internet Court grants copyright protection for AI artworks, but copyrightability debate of AI-generated output continues
- News
 - TM111 tool: Trademark systems in 111 countries

Both of them are very responsive, and give practical and easily-understandable advice."

The Legal 500 Asia-Pacific 2023

"Helen Xia has become my go-to counsel for IP in China."

The Legal 500 Asia-Pacific 2022

"Helen Xia is an outstanding attorney who regularly impresses me with her always-excellent preparation and responsiveness, the thoughtfulness of her advice, the clarity of her communication, and the percentage of successful outcomes achieved."

The Legal 500 Asia-Pacific 2022

"Helen Xia of Hogan Lovells immediately impressed me at our introductory meeting because of her extensive preparation, excellent communication skills and clear, proactive recommendations."

The Legal 500 Asia-Pacific 2022
