

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



Phone

+86 10 6582 9488

Fax

+86 10 6582 9499

Email

helen.xia@hoganlovells.com

Languages

English
Chinese

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

- Innovative Practitioners, *Financial Times Asia-Pacific Innovative Lawyers for 2020*, 2020
- Next Generation Partners, *Legal 500 Asia Pacific*, 2020

Industries

Technology and Telecoms

Consumer

Sports, Media and Entertainment

Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

Advertising and Copy Clearance

Media and Entertainment

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

Latest thinking and events

- Webinar
 - Your brand and the world – global opportunities, challenges and developments
- News
 - China: CNIPA tightens the screws on absolute grounds for trademark refusal
- News
 - China: Manolo Blahnik wins back trademark after 22-year legal battle
- Webinar
 - Updates on brand protection in China – review of 2021 and forward looking
- Awards and Rankings
 - Hogan Lovells continues to be recognized as a leading firm by Chambers Asia Pacific and Legal 500 Asia Pacific 2022
- Sponsorships and Speaking Engagements
 - A New Dawn for International Companies Fighting Bad-Faith Filings - an unprecedented China case law update at the 2021 INTA Annual Meeting Virtual+