Baker McKenzie FenXun.
奋讯·贝克麦坚时



Zhou Zheng focuses on IP related litigation, related to trademark, copyright, trade secret, patent and unfair competition. Mr. Zhou also has experience in handling commercial litigation and arbitration matters. He is experienced in handling complex litigation and has assisted multinational and domestic clients including Fortune 100 companies with the development of their overall IP protection strategies in China.

Professional experience

Representative Legal Matters

- Advised a U.S. Luxury Brand in a series of trademark infringement, copyright infringement and unfair competition litigation, and helped the company obtain recognition of well-known status of its house mark in China.
- Advised a Fortune 100 technology company in trademark infringement and copyright infringement cases.
- Advised a famous automobile company in a trademark infringement and unfair competition case.
- Advised a famous U.S. underwear company in an unfair competition (trade dress) lawsuit against infringer's copy of store design.
- Advised a famous French food company in unfair competition (trade dress) and copyright infringement lawsuits against infringers' copy of product design.
- Advised a famous U.S. pharmaceutical company in a trade secret infringement lawsuit against an ex-employee.
- Advised a U.S. technology company in a trade secret infringement lawsuit against its ex-employees.
- Advised a U.S. basketball legend in a litigation against a trademark squatter in China.

Location & Information

Beijing

+86 10 5649 6028

Practices

Dispute Resolution / Intellectual Property

Languages spoken

English / Mandarin

- Advised a Chinese company in two arbitration cases against its Germany supplier of equipment, and the subsequent recognition and enforcement of favorable arbitration awards.
- Advised a famous Thailand food company in recognition and enforcement of a Thailand arbitration award in China.

Recognition

Professional Honors

- Leading Lawyer: Intellectual Property: Litigation (PRC Firms), Chambers Greater China, 2026
- Trademark Star, Managing IP (MIP), 2024-2025

Qualifications & Education

Admission

- People's Republic of China, 2014

Education

- University College London (LL.M.) (2010)
- Wuhan University of Technology (LL.B.) (2009)
- Huazhong University of Science and Technology (B.A.) (2009)

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