



Andrea Long

Partner

Email:

longhanqiong@vtlaw.cn

Phone: 86 10 8225 5588

Location: Beijing

Profile

Intellectual Property

Dispute Resolution

Andrea Long is a highly experienced professional in the field of intellectual property with a specific focus on trademark, copyright, and unfair competition litigation cases, as well as trademark prosecution cases. Andrea Long has previously worked at well-known domestic intellectual property law firms and a top law firm in China, where she played a significant role as a representative or key contributor in numerous high-impact cases. Her expertise has consistently led to favorable litigation outcomes and successful resolution of intellectual property disputes for various enterprises.

Main achievements:

Successfully represented a famous US company as the plaintiff in an unfair competition dispute regarding trade dress. ("Top 10 Unfair Competition Cases of Suzhou Courts in 2020-2022")

Successfully represented a renowned domestic company in a TM invalidation litigation against the trademark "XX荣耀." ("Typical Trademark Agency Cases for 2020-2021")

Represented a famous US company to prevent the cancellation of its core trademarks due to non-use in the second instance procedure, and overturned the unfavorable first instance judgment. ("Top 10 Cases of IP Protection for the Year 2022-2023" by QBPC)

Participated in a TM infringement case involving the use of the name "拉X水岸" in real estate, and secured RMB 5 million compensation. ("Top 10 Typical Trademark Litigation Cases of 2021" by the Beijing Trademark Association)

Successfully represented a famous South Korean company as the plaintiff in a TM infringement in both the first and second instance. This case marked the first judicial determination of well-known trademarks related to "the history of X" in China.

Represented a well-known US company as the plaintiff in the first instance TM infringement litigation, and obtained a favorable outcome with full support for RMB 5 million compensation.

Represented a prominent domestic accounting firm in a TM infringement

and unfair competition dispute, and achieved its first victory for IP protection in civil case and obtained a compensation of RMB 1 million. Represented a subsidiary of a domestic TV station as the defendant in copyright infringement disputes against a licensee of China Central Television, forcing the latter to withdraw the lawsuits. Represented a large domestic online platform as the defendant in a series of copyright infringement disputes concerning electronic books, ultimately reaching a settlement at a significantly reduced price and effectively closed the case. Successfully represented a well-known US company as the plaintiff in the second instance copyright infringement dispute.

Education

Renmin University of China (Master of Intellectual Property Law) Southwest University of Political Science and Law (Bachelor of Laws and Legal English)

Practice Area

- Intellectual Property
 - Dispute Resolution
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Language Skills

Chinese and English

Social Activities and Honors

Member of the Legal Work Committee of China Television Drama Production Industry Association
