

# **IP Rankings Methodology**

#### **Our Research**

- The research covers the period spanning from January 2018 to February 2019. This includes both ongoing work (contentious and non-contentious) and matters that were closed during this timeframe.
- · ALB will draw information from firm submissions, interviews, editorial resources and market suggestions to identify and rank the top firms for Intellectual Property in Asia. Interviews will be conducted only if needed.
- The IP rankings will be separated into two tables: "Patent" and "Trademark/Copyright". The rankings will also be divided into tiers, with the first tier identifying the strongest IP firms in each jurisdiction.
- The rankings will feature both domestic and international firms.
- Our research does not cover Australia and New Zealand.

# 知识产权排名评选方法

#### 我们的研究

- 本次调研涵盖的时间段是从2018年1月至2019年2 月,内容包括正在进行的工作以及在此期间内完结 的事项。
- ALB将会根据报名表格、采访、编辑部的资源和市 场测评来排出亚洲知识产权领域的顶尖律所。调查 访问仅在需要时进行。
- 知识产权排名将会分为两个部分: "专利"和"商标/著 作权"。排名将会被分成各个等级,第一级代表这个 司法辖区内的最强知识产权律所。
- 排名包括本地律所和国际律所。
- 我们的研究不包括澳大利亚和新西兰。







# **Born To Lead**

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# **COVER STORY**

# China Domestic

# **Patents**

#### Tier 1

- CCPIT Patent & Trademark Law Office
- China Patent Agent (H.K.) Ltd.
- Fangda Partners
- JunHe LLP
- King & Wood Mallesons
- Zhong Lun Law Firm

#### Tier 2

- AnJie Law Firm
- Beijing Dentons Law Offices, LLP
- Chang Tsi & Partners
- DeHeng Law Offices
- Lifang & Partners
- Wanhuida Peksung IP Group

### 中国大陆中资

#### 专利

#### 一类

- 中国国际贸易促进委 员会专利商标事务所
- 中国专利代理(香 港)有限公司
- 方达律师事务所
- 君合律师事务所
- 金杜律师事务所
- 中伦律师事务所

#### 二类

- 安杰律师事务所
- 北京大成律师事务所
- 铸成律师事务所
- 德恒律师事务所
- 立方律师事务所
- 万慧达北翔知识产权 集团

#### **Our Rankings**

Our rankings are based on the following metrics:

- The volume, complexity and size of work undertaken
- Presence across Asia and in individual jurisdictions
- Key personnel hires and growth of the practice group
- Key clients and new client wins

Firm's visibility and profile in the region

Year-on-Year development and momentum

#### 我们的排名

- 律所开展工作的数量、复杂程 度和规模
- 在整个亚洲和各司法管辖区内 的市场占有率
- 主要人员聘用及执业团队的成 长
- 主要客户及赢得的新客户
- 律所在相关地区的知名度和地 位
  - 与去年同期相比的发展状 态和发展势头

**SINCE 1999** 



# WANHUIDA PEKSUNG WAN HUI DA LAW FIRM & WAN HUI DA IP AGENCY & PEKSUNG IP LTD. IP GROUP

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+86 10 6892 1000 +86 10 6894 8030 whd@wanhuida.com

Head Office: Yiyuan Office Building, Friendship Hotel, South, Beijing 100873

www.wanhuida.com www.peksung.com

n an era of innovation and technological advancement, several Chinese law firms have stood out from the crowd with their rich experience and extensive expertise in providing IP-related legal services. Being able to keep up with the latest market trends with quality services was the theme of their conversations with ALB China this year.

Being the earliest established intellectual property service organization, the China Council for the Promotion of International Trade (CCPIT) witnessed the rapid development of China's IP service industry.

"As China actively promotes the implementation of the strategy of 'mass entrepreneurship and innovation', IP rights have also become the driving force behind the longterm development of domestic enterprises," says Gang Hu, Director of International Trademark Department at CCPIT Patent and Trademark Law Office. "The increasing demand for IP-related legal services is a big

这个科技不断创新、 飞速发展的时代,一 些中国律师事务所 脱颖而出,他们所凭借的优势是 在知识产权相关法律服务方面丰 富的经验和广泛的的专业知识。 今年,他们与《亚洲法律杂志》 (ALB)的对话主题是:以优质 的服务跟上最新的市场趋势。

作为中国最早成立的知识产权 服务机构,中国国际贸易促进委 员会(中国贸促会)见证了中国 知识产权服务行业的快速发展。

中国贸促会专利商标事务所 国际商标处处长胡刚说:"随着 中国积极推进实施'大众创业、 万众创新'战略,知识产权成为 国内企业长期发展的动力:对知 识产权相关的法律服务的需求也

#### **Patents**

 Watson & Band Law Offices

#### Tier 3

- AllBright Law Offices
- Co-effort Law Firm
- Global Law Office
- Han Kun Law Offices
- Hengdu Law Firm
- Long An Law Firm

#### Tier 4

- · An, Tian, Zhang & **Partners**
- Beijing DHH Law Firm
- Hiways Law Firm
- Tahota Law Firm
- Tian Yuan Law Firm

#### 专利

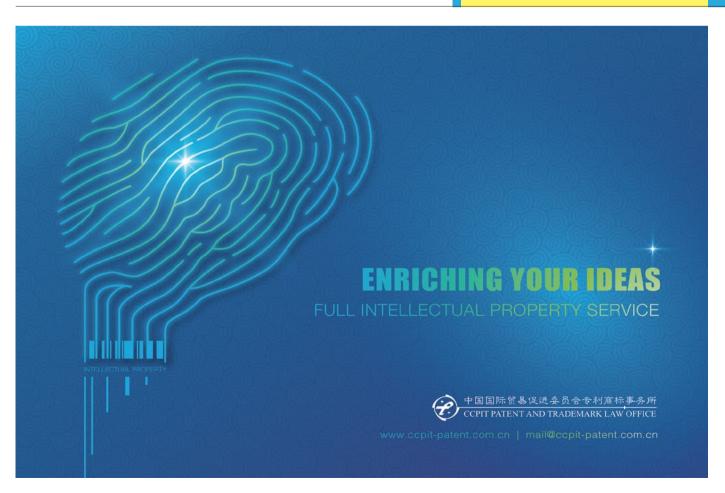
• 华诚律师事务所

#### 三类

- 锦天城律师事务所
- 协力律师事务所
- 环球律师事务所
- 汉坤律师事务所
- 恒都律师事务所
- 隆安律师事务所

#### 四类

- 北京市安伦律师事 务所
- 北京德和衡律师事
- 海华永泰律师事务 所
- 泰和泰律师事务所
- 天元律师事务所



# China Domestic

# Copyright/Trademark

#### Tier 1

- CCPIT Patent & Trademark Law Office
- Fangda Partners
- King & Wood Mallesons
- Zhong Lun Law Firm

#### Tier 2

- AnJie Law Firm
- Beijing Dentons Law Offices, LLP
- Chang Tsi & Partners
- Co-effort Law Firm
- Global Law Office
- Hiways Law Firm
- Jincheng Tongda & Neal Law Firm
- JunHe LLP
- Lifang & Partners
- Long An Law Firm
- Tian Yuan Law Firm
- Wanhuida Peksung IP Group
- Watson & Band Law Offices

#### Tier 3

- AllBright Law Offices
- An, Tian, Zhang & Partners
- Beijing TA Law Firm
- DeHeng Law Offices
- Guantao Law Firm
- Han Kun Law Offices
- Hengdu Law Firm
- Hylands Law Firm
- Jingtian & Gongcheng
- Llinks Law Offices
- Ronly & Tenwen Partners
- Tahota Law Firm

### 中国大陆中资

#### 版权/商标

#### 一类

- 中国国际贸易促进 委员会专利商标事 务所
- 方达律师事务所
- 金杜律师事务所
- 中伦律师事务所

#### 二类

- 安杰律师事务所
- 北京大成律师事务 所
- 铸成律师事务所
- 协力律师事务所
- 环球律师事务所
- 海华永泰律师事务
- 所
  ・ 金诚同达律师事务
  所
- 君合律师事务所
- 立方律师事务所
- 隆安律师事务所
- 天元律师事务所
- 万慧达北翔知识产 权集团
- 华诚律师事务所

#### 三类

- 锦天城律师事务所
- 北京市安伦律师事 务所
- 北京韬安律师事务 所
- 德恒律师事务所
- 观韬中茂律师事务 所
- 汉坤律师事务所
- 恒都律师事务所
- 浩天信和律师事务 所
- 竞天公诚律师事务
- 通力律师事务所
- 融力天闻律师事务 所
- 泰和泰律师事务所

general trend, but some industries have had bigger development than the others."

According to Meph Gui, partner at Global Law Office, the fast development of the domestic IP legal services market manifests itself in three aspects: commercial IP is on the rise, the establishment of the new IP court, and industry-driven growth.

"The number of IP-based or IP-driven projects is increasing," says Gui. "The Supreme People's Court has also established a new IP court that mainly examines seven categories of IP appeals. This will have an important impact on the legal services market in the country, especially in Beijing."

"The booming of industries, such as film, gaming, AI, sports, will inevitably lead to a higher transaction volume, and IP disputes will increase accordingly as well," Gui adds.

Weng Cailin, senior partner at Ronly & Tenwen Partners, believes that IP-related legal services market is experiencing a golden age.

"Although lawyers are not industry researchers and therefore cannot provide macro data to support it, but as practitioners, we can feel the thriving atmosphere of this field," says Weng.

Weng predicts that the most influential

不断增长,已经形成一大趋势; 其中一些行业则获得了更大的发 展。"

环球律师事务所合伙人桂佳 表示,国内知识产权法律服务市 场的快速发展主要体现在三个方 面:商业知识产权呈上升趋势, 新的知识产权法庭成立,以及行 业带动的增长。

"基于知识产权或以知识产权为动因的案件的数量不断增加,"桂律师说。"此外,最不最大民法院已经设立了知识产权相关庭,主要审理七类知识产权相关的案件。这将对中国的法律服务市场产生重要的影响,尤其是北京。"

"电影、游戏、人工智能、体育等行业的蓬勃发展必然会带来更多的交易,知识产权纠纷也会相应增加,"桂律师补充道。

融力天闻律师事务所高级合 伙人翁才林认为,知识产权相关 的法律服务市场正处在一个黄金 时代。

"虽然律师不是行业研究人



new business models and forms of transactions in the future will be none other than IP capitalization.

"Previous production factors focus significantly on land, company equity and creditor's rights. While IP rights have gradually become more and more important as a production factor, they are still subject to the backwardness and restrictions of policies and legal systems, and have not found suitable forms to realise capitalisation and securitisation," says Weng. If IP capitalization can break through the legal and policy bottlenecks in the future, he says, it will rise rapidly and become the engine and driving force for a new round of IP development.

However, Weng notes that there are not many existing cases that address relevant legal issues that can be referenced in this regard. And that why there are great prospects for lawyers in IP capitalization, because whether it is the authorization, utilization, development, cooperation, attributes of the IPs, or how to capitalize them, lawyers' advices, strategic planning, and legal opinions are indispensable.

#### **CULTURE INDUSTRY**

The concept of IP rights has gradually infiltrated into our daily lives of the public, for example in the form of entertainment payment and knowledge payment. Several of the winning firms are experts in these areas.

Since the promulgation of China's Copyright Law, the two founders of Ronly & Tenwen's IP team have been working in the field, particularly in the

员,无法以相关的宏观数据作为佐证;但作为 从业者,我们可以感受到这个领域繁荣发展的 氛围,"翁律师说。

翁律师预测,未来最具影响力的新的商业模 式和交易形式将是知识产权资本化。

"以前的生产要素主要集中在土地、公司股权和债权上。作为一种生产要素,知识产权逐渐变得越来越重要了,但因受制于政策和法律制度的落后和限制,尚未找到合适的形式来实现资本化和证券化,"翁律师说。他表示,如果将来知识产权资本化能够突破法律和政策瓶颈,知识产权资本化将迅速崛起,成为新一轮知识产权发展的引擎和驱动力。

翁律师还指出,目前针对这方面相关法律问题的可供参考的案例并不多;也正是因为这种情况,律师们在知识产权资本化方面的业务前景广阔,因为无论是关于知识产权的授权、使用、开发、合作和属性,还是如何进行资本化,都需要律师们给出建议、战略规划和法律意见。



# **COVER STORY**

# China International

#### **Patents**

#### Tier 1

- Allen & Overy
- Baker McKenzie/Baker McKenzie FenXun (FTZ) Joint Operation Office
- Bird & Bird
- CMS
- Deacons
- Finnegan, Henderson, Farabow, Garrett & Dunner
- Hogan Lovells
- Jones Day
- Mayer Brown
- Morgan, Lewis & Bockius
- Morrison & Foerster
- Norton Rose Fulbright
- Orrick, Herrington & Sutcliffe
- Perkins Coie (♀)
- Ropes & Gray
- Rouse

#### Tier 2

- DLA Piper
- Freshfields Bruckhaus Deringer
- MMLC Group
- Stephenson Harwood
- Skadden, Arps, Slate, Meagher & Flom
- Spruson & Ferguson
- Spruson & Ferguson
- Quinn Emanuel Urquhart & Sullivan
- Vivien Chan & Co

#### Tier 3

- Clifford Chance
- Dechert
- Marks & Clerk
- · Oldham, Li & Nie
- Simmons & Simmons
- Squire Patton Boggs
- Wilkinson & Grist

### 中国大陆外资

#### 专利

#### 一类

- 安理
- 贝克•麦坚时/奋迅• 贝克麦坚时联营办 公室
- 鸿鹄
- CMS
- 的近
- · 飞翰
- 霍金路伟
- 众达
- 孖士打
- 摩根路易斯
- 美富
- 诺顿罗氏
- 诺顿奥睿
- 博钦 (镎)
- 瑞格
- 罗思

#### 二类

- 欧华
- 富而德
- MMLC Group
- 罗夏信
- 世达
- Spruson & Ferguson
- 昆毅
- 陈韵云律师行

#### 三类

- 高伟绅
- 德杰
- 麦仕奇
- 高李严
- 西蒙斯
- 翰宇
- 高露云

dertaken by the team helped promoted the establishment of the China Audiovisual Copyright Collective Management Association. They have also handled the first domestic music network link infringement case and the first music search engine infringement case.

music industry. The series of cases un-

Having dealt with many high-profile cases related to trademarks, copyright, trade secret infringement including the one involving the popular TV show in China "Ode to Joy", the Global Law Office is also one of the most closely watched IP-focused law firms in China.

CCPIT's Hu notes that since the culture industry plays an increasingly important role in everyone's social life, the content of the industry is being constantly developed, and the derivatives market is being constantly expanded. The demand for legal services for entertainment law centred around contract law and IP law has increased significantly.

The rapid growth requires professionals to specialise in this area and continuously improve their awareness and level of legal services in order to provide IP services throughout the industry chain.

#### **NEW INNOVATION BOARD**

One of the hot IP-related topics in the past moths is the new science and technology board in China's stock market.

#### 文化产业

知识产权概念已经逐渐渗透到了公众的日常生活中,例如通过为娱乐付费和为知识付费的形式。今年"ALB中国知识产权排名"榜单中的一些获奖律所就是这些领域的专家。

中国《著作权法》颁布实施以来,融力天闻律师事务所知识产权团队的两位创始人就一直至命以力,尤其是在在外域的工作,尤其是在全界工作。该团队承办的一系列案件促出了中国音像著作权集体管理小起音乐网络链接侵权案和第一起音接侵权案。

环球律师事务所也是中国最受关 注的知识产权律师事务所之一。该 所代理过多起涉及商标、版权、商 业秘密侵权的备受瞩目的案件,包 括涉及中国一度热播的电视剧《欢 乐颂》的侵权案件。

中国贸促会的胡律师指出,由于文化产业在每个人的社会生活中扮演着越来越重要的角色,因此文化产业的内容不断发展,衍生产品市场也在不断扩大;娱乐相关的法律服务需求也随之大幅增加,需求主要集中在合同法和知识产权法方面。



# 浩天信和律师事务所 HYLANDS LAW FIRM

# Stick to the tradition, Steadily innovate--the career development of an intellectual property attorney.

# 坚守传统 稳步创新 – 知产律师的职业发展之路

**ALB:** Many of the intellectual property litigation cases participated by Ms. ZHU have been marked as leading cases in the practice area. Would you please share with us your experiences regarding intellectual property litigation?

Ms. Zhu: We appreciate your keen interest in these cases . Indeed, a lot of litigation cases we represent have attracted attention, such as: the problem of character font in Chinese localization of games, the problem of film and television adaptation and production, the problem of sports event program video, the problem of franchise. Similar to other civil and commercial litigation cases, litigations pose a great challenge over the overall skills of attorneys. Therefore, professional knowledge, professional attainments, and teamwork, transposition thinking and strategic planning, etc. are all basic skills we should master. Intellectual property litigation cases requires relatively higher knowledge of attorneys, not only legal knowledge, but also industry knowledge and technical knowledge. Regarding the aforesaid accomplishments, I wish to contribute them to the trust I received from my clients and all the hard-works and supports from every member of my team.

**ALB:** We noted that you practice in both litigation and non-litigation legal services. How would you evaluate the relationship between these two types of legal practices?

Ms. Zhu: In my opinion, the relationship between litigation and non-litigation legal services is complementary and beneficial to each other. On one hand, litigation/arbitration cases help us to pin-point the exact issues that are prone to controversy in actual practices and the most recent viewpoint of judicial/ administrative authorities , thereby allowing us to timely incorporate those information in the transaction documents of our non-litigation clients; On the other hand, various business models and practices of the industry learned by us from non-litigation legal services help us in charting plans and strategies in litigation/ arbitration, making them more acute and executable.

**ALB:** We heard that the public are leaning toward the pessimistic side regarding the topic of "rely on the law or lawyers to solve the problem", especially after the occurring of the "Mercedes-Benz event" in Xi'an and the "Visual China event". It

becomes a perception that by "making noise" or through personal media, problems might be settled more efficiently. What do you think of this trend?

Ms Zhu: I believe that these events you mention, on the contrary, signify the general concern of the public about the legal system, and this is a blessing to the society. However, the nature of some arguments also indicates that regarding propagation of knowledge of law, there is still a long way to go. Taking the "Visual China event" for example, many questions involved shall be considered basic knowledge, such as whether the picture of the black hole constitutes a "work" and what kind of "work" should it be, who shall be the right holder, and so forth.

Although China has a continental legal system with codified statutes and laws, my personal experience in judicial system for four years and law firms for more than ten years shows that it not enough to solve actual problems or avoid certain risks simply by knowing the actual provisions. Moreover, in the field of intellectual property law, the rights under different terminologies such as copyright, trademark, patent, franchise, unfair competition, and trade secret are often intertwined, resulting in the need for rich experiences and huge effort to properly identify, analyze, and summarize relevant issues.

**ALB:** I have noted that your firm, Hylands Law Firm, launched a column called "General IP" in the Wechat official account. Is it edited by your team?

Ms. Zhu: Yes, and we appreciate your keen interest in our column "General IP". Rewinding back to 22 years ago, when Hylands Law Firm was just established: The intellectual property department was led by the founding partner of Hylands Law Firm, Mr. Ma Xiaogang, and intellectual property related legal services were a core block of all legal services provided by Hylands Law Firm. With the growth of our partners, which are cultivated by Hylands Law Firm, such as: lawyer Xiao Qun, lawyer Li Zhengning, etc., we have established a close relationship of in-depth cooperation based upon common principles of legal practice, covering numerous legal practice areas including intellectual property law, banking and finance, real estate, and so forth; And we have provided legal services to a wide range of clients, covering industries including culture, education, sports, entertainment media, telecommunication, cultural and creative industries related trading, auction, pharmaceutical, and so forth.



**朱玉子** 浩天信和律师事务所合伙人 **Zhu Yuzi** Partner of Hylands Law Firm

ALB: 朱玉子律师参与的很多知产诉讼案件, 都入选行业典型案件。对于知产诉讼, 您有什么心得体会?

朱律师:谢谢关注。的确,我们代理的很多诉讼案件都引起了关注,比如:游戏汉化中字库字体问题,影视改编摄制问题,体育赛事节目视频问题,特许加盟问题。和其他民商事诉讼案件类似,知产诉讼案件对律师的综合要求一样很高。专业知识、专业素养、团队协作、换位思考、全局筹划,等等,都是我们应该掌握的基本技巧。知产诉讼,其实对律师的知识要求相对更高,不仅仅是法律知识,还包括行业知识、技术知识。取得这些成就,我要感谢客户的信任以及团队的共同努力。

**ALB:** 您既从事诉讼业务, 也从事非诉业务。请问: 您如何评价这两方面业务的关系?

朱律师:诉讼和非诉是非常有益的互补关系。一方面,诉讼/仲裁案件帮助我们将行业中容易发生争议之处,司法/执法机关的最新观点快速体现在非诉客户的交易文件之中。另一方面,从非诉项目了解到的商务模式和行业惯例,让我们的诉讼/仲裁方案和策略更加精准、负有执行力。

ALB: 听闻大家最近对依靠法律或律师解决问题的方式有点悲观, 尤其是西安奔驰事件、视觉中国事件等的发生。大家觉得依靠"闹"、自媒体, 也许更能快速解决问题。您对此是怎么看待的?

朱律师:您所说的这些事件,我认为更体现了大众对法律的关注,这是幸事。而其中的一些争论,也表明了我们的普法工作还需要进一步加强。比如:视觉中国事件涉及的最基本问题,"黑洞"图片是否构成作品、构成何种作品、权利人是谁,等等。

中国虽然是成文法国家,但是从我在法院四年、律所十几年的经验来看,我们并非熟读法律条文就能避免问题或解决问题。特别是在知识产权领域,著作权、商标、专利、特许加盟、不正当竞争、商业秘密等庞杂的权利经常交织在一起,导致在处理时需要耗费巨大的心力进行梳理、分析和总结。

ALB:贵所"浩天信和"公众号定期推出的"大知产"栏目,是 您所在团队编辑整理的吗?

朱律师:是的,感谢您对我们"大知产"的关注。浩天信和在22年前成立时,创始合伙人马晓刚律师带领的知识产权业务就是律所最核心的业务之一。随着我们这些由浩天信和培养的合伙人的成长,包括:肖群律师、李正宁律师,等等,我们基于共同的执业理念组团建立了深度合作关系,业务范围包括知识产权、资本市场、房地产等领域,客户行业涉及文化、教育、体育、娱乐传媒、通讯、文创类交易、拍卖和医药等等。

地址:中国北京市朝阳区东三环中路5号财富金融中心12层 邮编:100020

12F Fortune Financial Center (FFC), No.5 Dongsanhuan Zhong Road, Chaoyang District,

Beijing 100020, China 联系方式:+86 13381005948 邮箱:zhuyuzi@hylandslaw.com

# **COVER STORY**

# China International

# Copyright/Trademark

#### Tier 1

- Baker McKenzie/Baker McKenzie FenXun (FT7) Joint Operation Office
- · Bird & Bird
- CMS
- Deacons
- DLA Piper (♀)
- Finnegan, Henderson, Farabow, Garrett & Dunner
- Freshfields Bruckhaus Deringer
- Hogan Lovells
- Mayer Brown
- Morgan, Lewis & Bockius (♀)
- Orrick, Herrington & Sutcliffe
- · Perkins Coie
- Rouse

### 中国大陆外资

#### 版权/商标

#### 一类

- 贝克•麦坚时/奋迅• 贝克麦坚时联营办
- 鸿鹄
- CMS
- 的近
- 欧华 (全)
- 飞翰
- 富而德
- 霍金路伟
- 孖士打
- 摩根路易斯(艙)
- 奥睿
- 博钦
- 罗思
- 罗夏信
- 高露云
- ・ 陈韵云律师行 (♀)

For high-tech enterprises, IP rights can cause a domino effect. The disclosure of intellectual property information may involve IP sources and management. changes in core technical personnel, major ownership disputes of IP rights and major litigation and arbitration matters, which will not only affect the normal operation of a company, but also slow down its listing process on the science and technology innovation board, says Zhu Nongfan, international partner at King & Wood Mallesons.

"It is foreseeable that IP will become a key part of the IPO review process on the new board. There may be inquiries on the company's core technology and its alignment with the position of the science and technology board, the IP protection system, and the stability of these IPs," says Wang Maohua, partner at King & Wood Mallesons.

Specialization and industrialization

面对快速增长的需求,专业 人士必须专注于这一领域,并不 断提高他们的法律服务意识和水 平,从而能为整个产业链提供知 识产权服务。

#### 科创板

过去几个月中与知识产权相关的 热门话题之一就是中国股市的科 创板。

对于高科技企业来说,知识产 权可能会导致多米诺骨牌效应。 知识产权信息披露可能涉及知识 产权的来源和管理、核心技术人 员的变动、知识产权的重大权属 纠纷以及重大诉讼和仲裁事项. 这些不仅会影响公司的正常运 营,还会减缓其在科创板的上市 进程,金杜律师事务所国际合伙 人竺农范律师表示。



# 4 华诚简介

华诚成立于1995年,总部位于上海,分支机构遍及北京、香港、哈 尔滨、兰州、烟台、广州、芝加哥、东京等国内外城市(更多分支机构信息 请参阅华诚官方网站)。二十多年来,华诚秉承"诚信、思远、敬业、进取" 的企业文化,已经发展成为由华诚律师事务所、华诚知识产权代理有限 公司等多个实体组成的法律和知识产权服务综合体。

Watson & Band was established in 1995 and is headquartered in Shanghai. It maintains domestic and international branch offices in Beijing, Hong Kong, Harbin, Lanzhou, Yantai, Guangzhou, Chicago and Tokyo (for more details on these offices, please refer to our official website). Over the last two decades Watson & Band, adhering to its philosophy of "Integrity, Strategy, Professionalism and Dedication", has developed into an integrated legal and IP services provider that is represented primarily by Watson & Band Law Offices and Watson & Band Intellectual Property Agent Ltd.

# Introduction

华诚目前的整体业务范围已经涵盖知识产权、公司商 事、数据法律与知识产权服务、资本市场、金融与资产管理、 破产与重组、文化娱乐体育、建筑房地产及基础设施、劳动人 事、家事与财富管理、贸易海关及税务、诉讼与争端解决、调查 等众多领域。

Watson & Band's current scope of practice includes various areas such as intellectual property; corporate and commercial law; data-related legal and IP services, capital market; financial and asset management; restructuring and insolvency; culture, entertainment and sports; construction, real estate and infrastructure; labor and employment; family law and wealth management; trade, customs and tax; litigation and dispute resolution; and investigation, etc.

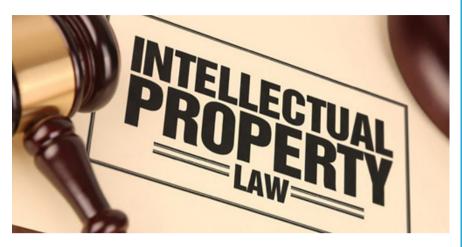


华诚律师事务所

华诚知识产权代理有限公司

- @ www.watsonband.com
- ◎ 上海市长乐路989号世纪商贸广场26-27楼 26th Floor, The Center, No.989 Changle Road, Shanghai 200031 P.R.C.





set the tone for the development of the entire legal services market. This is even more of the case in IP-related fields.

For the King &Wood Mallesons hi-tech board IP team, specialization is in the details. It is keeping track of the technology platform, drug registration and clinical trial approval status for the biopharmaceutical

"可以预见,知识产权将成为新 板上市审查过程中的关键部分。 审查内容可能涉及公司的核心技 术及其是否符合科创板的定位, 知识产权的保护体系,知识产权 的稳定性等,"金杜律师事务所合 伙人王茂华律师表示。

#### Copyright/Trademark

- Stephenson Harwood
- Wilkinson & Grist
- Vivien Chan & Co (♠)

#### Tier 2

- Allen & Overy
- Eiger
- Jones Day
- MMLC Group
- Norton Rose Fulbright
- Ropes & Gray
- Spruson & Ferguson
- Quinn Emanuel Urguhart & Sullivan
- Skadden, Arps, Slate. Meagher & Flom
- Simmons & Simmons
- Squire Patton Boggs

#### Tier 3

- Clifford Chance
- Dechert
- Marks & Clerk
- Oldham, Li & Nie

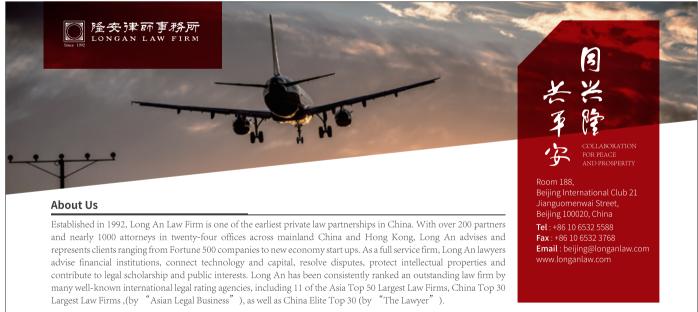
#### 版权/商标

#### 二类

- 安理
- 艾格峰
- 众达
- MMLC Group
- 诺顿罗氏
- 瑞格
- Spruson & Ferguson
- 昆毅
- 世达
- 西蒙斯
- 翰宇

#### 三类

- 高伟绅
- 德杰
- 麦仕奇
- 高李严



#### **Key Practice Area**

- 知识产权 Intellectual Property
- 兼并与收购 Mergers & Acquisitions
- 劳动法 and Employment
- 医药与健康 Pharmaceuticals and Healthcare
- 资本市场/证券 Capital Markets/Securities ■ 房地产与建设工程
- Real Estate and Construction
- 高新技术(电信)、娱乐与媒体 Technology, Media, Telecoms and Entertainment
- 税务

- 公司法与法律顾问 Corporate & Legal Consulting
- 国际业务 International Business
- 家事与私人财富规划传承
- 私募股权与投资基金 Private Equity & Investment Funds
- 诉讼、仲裁及其他争议解决 Litigation, Arbitration and other Dispute Resolution
- 海事海商
- 银行与金融 Banking and Finance
- 破产重整与清算 Bankruptcy & Reorganization
- 环境、能源与自然资源 Environment, Energy and Natural Resources



industry, or getting familiar with the relevant production line process systems and techniques of the new energy industry. Only when a team of lawyers truly understand the technologies and have developed integrated application skills, can they truly focus on the industry and provide professional and customized IP services.

"King & Wood Mallesons will make use of our advantages in the IP field, and combine them with the securities business, to focus on enterprises in the six high-tech and emerging industries, namely the next-generation information technology, high-end equipment, new materials, new energy, energy conservation and environmental protection, and biomedicine," says Cecilia Lou, partner at King & Wood Mallesons.

"We will create hi-tech board-focused services such as the assessment, discovery and cultivation, as well as the display of core innovation capabilities surrounding IP. We will also regard it as the key and unique services in our current IP business," Lou adds.

#### E-COMMERCE

China's is already a global leader in e-commerce both in terms of scale and market penetration. "With the rapid development of the entire e-commerce industry, new business models and forms of transactions have emerged, and legal services always follow the clients' needs," says Hu from CCPIT.

Gui echoes Hu's opinion. But he also points to the accompanying challenges.

"For example, in the field of trademarks, the combination of software technology and traditional industries will increase the difficulty of classifying goods and services, and there are often no precedents for reference," says Gui. "As a result, the number of trademark infringement cases would go up and the verification of infringement would become more difficult, virtually adding to the difficulties of handling such case or resolving such disputes."

专业化和产业化已经为整个法律服务市场的 发展定下了基调,而在知识产权相关的领域中 更是如此。

在金杜律师事务所高科技板知识产权团队看来,专业化体现在细节中,包括密切关注生物制药行业技术平台的动向以及药品注册以及临床试验的批准状态,或者是了解新能源行业的相关生产线工艺体系和技术。只有通过真正了解技术并培养综合应用技能,律师团队才能真正做到专注于行业并为客户提供量身定制的、专业化的知识产权服务。

"金杜将利用自身在知识产权领域的优势,结合证券业务,专注于六大高新技术和新兴产业中的企业,即:新一代信息技术、高端设备、新材料、新能源、节能环保和生物医药,"金杜律师事务所合伙人楼仙英律师表示。

"我们将开展以高科技板为重点的服务,例如评估、发现和培养并展示围绕知识产权的核心创新能力,并将此作为我们当前知识产权业务中关键和独特的服务,"楼仙英律师补充道。

#### 电子商务

无论是从规模还是市场渗透方面来看,中国在 电子商务领域都处于全球领先地位。"随着整个 电子商务行业的快速发展,新的商业模式和交 易形式应运而生;而法律服务总是要跟着客户 的需求走,"中国贸促会的胡律师说。

桂律师赞同胡律师的观点,但同时他也指出 了随之而来的挑战。

"例如,在商标领域,软件技术和传统行业的结合给如何对商品和服务进行分类增加了难度,而且往往没有可供参考的先例,"桂律师说。"因此,商标侵权案件的数量将会增加,侵权的认定也会变得更加困难,这实际上增加了处理此类案件或解决此类纠纷的难度。"

#### 快车

胡律师对ALB说,技术发展的本身就为知识产权服务带来了更多的便利:通过运用大数据,可以更快地检索知识产权案件;人工智能的引入可以改进商标图形检索;机器辅助翻译可以帮助更高效地翻译或校对外国专利文件;区块链技术使证据保全更加快捷。

但在快速变化的技术环境下,任何人如果 不能不断更新自己,那么就意味着很快会被淘 汰。

# 做一家以科技创新为驱动的伟大娱乐公司

To Become a Technology-based Entertainment Giant



#### **FAST TRAIN**

Hu told ALB that the development of technologies itself has contributed to the greater convenience of IP services: big data can be used for faster IP case retrieval; introduction of AI can improve trademark graphic retrieval; machine translation system can make translating or proofreading foreign patent documents more efficient; and the blockchain technology allows for quicker evidence depositing.

Yet, a fast-changing technological environment means that anyone who cannot keep updating themselves will soon become obsolete.

While the IP industry is thriving, only the prepared and curious lawyers can grasp the opportunities and board this fast train.

"Because this field involves too much learning and understanding of new things: new technologies, new models, new content, new brands. How to maintain a strong learning ability and remain at the forefront of the market are the biggest challenges IP lawyers face," says Weng.

"As a IP lawyer who's been practising for more than ten years, I think IP lawyers need to have an open and innovative mind-set," says Gui, "They also need to maintain their belief in the profession to overcome difficulties and challenges and keep up with the rapid development of the IP industry."

Gui explains that the open mind-set of an IP lawyer refers to the innovation in his ideas, angles and methods when he's dealing with new legal issues. The solution he offers needs to be based on the customer's business needs, different from the previous, and customised.

"Of course, the spirit of service and professional belief are the driving forces behind IP lawyers for accepting challenges and innovating. Only then can IP lawyers enjoy a long career and earn the recognition from clients and the industry," says Gui.

The exploration of innovation has always been the most important issue in China's IP industry. "In the case of technology-intensive industries, constant innovation and improvement are required for IP discovery. For organizations that provide IP-related services to this kind of enterprises, they also need to continuously innovate their service products and service methods,"the KWM partner concludes. @

虽然知识产权行业呈现良好的发展势头,但只 有做好准备并且具有强烈求知欲的律师才能抓住 机遇,登上这列快车。

"因为这个领域涉及太多的新鲜事物,需要不断 地学习和掌握:新技术、新模式、新内容、新品 牌等等。如何保持出色的学习能力并始终站在市 场的最前沿是知识产权律师面临的最大挑战,"翁 律师说。

"作为一名已经执业十多年的知识产权律师,我 认为知识产权律师需要有开放的心态和创新的思 维模式,"桂律师说。"此外还需要保持对专业的 信念,从而克服困难和挑战,跟上知识产权行业 的快速发展。"

桂律师解释说,知识产权律师的开放心态是指 在处理新的法律问题时,他需要在思维模式、看 问题的角度和所采用方法上的有所创新;而在提 供解决方案时,需要根据客户的业务需求,为客 户提供量身定制的方案。

"当然,服务精神和专业信念是知识产权律师接 受挑战和进行创新的动力。只有这样,知识产权 律师才能在职业的道路上走得长远,并赢得客户 和业界的认可,"桂律师说。

创新探索一直是中国知识产权行业最重要的议 题。"对于技术密集型行业来说,发现知识产权需 要不断的创新和改进。而作为向此类企业提供知 识产权相关服务的机构,我们也需要不断创新服 务产品和服务方法,"金杜律师事务所的合伙人总 结道。

