

Christopher J. Woods

Practice Head: Asia Trademarks and Brands

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Services

Alternative Dispute Resolution

Anti-Counterfeiting & Gray Markets

Brand Licensing & Related
Transactions

Clearance & Portfolio Management

Cross Border Transactions

Greater China Trademarks

Intellectual Property

Trade Secrets

Trademark, Copyright &

Advertising



Christopher Woods is a founding partner of our New York and Beijing offices. He is the head of our China Brands team, and is a co-leader of our Asia Practice Team. He has over thirty years of experience in representing and counseling U.S. and European clients who have business interests or commercial disputes relating to trademarks and intellectual property generally in China and the region. He also has extensive experience in acting for China and Asia-based clients with interests and disputes in the U.S. and Europe.

Mr. Woods lived and worked in Hong Kong for many years as a locally-admitted IP attorney. He represented many of the world's top technology companies in defense of their patents and trade secrets, and several of the world's top 10 brand owners in dispute resolution matters (court actions, administrative actions, arbitrations and mediations) throughout the region. He also represented a number of significant companies in commercial transactions such as the acquisition or licensing of IP rights, and the analysis of a broad range of IP rights when

listing on the Hong Kong Stock Exchange. He co-authored a popular textbook in the early days of the opening up of the China market entitled "Technology Transfer in the PRC."

Mr. Woods continues to represent top 10 global brand owners in Greater China, now perhaps the world's strongest market for consumer goods. He is involved in the creation, protection and exploitation of IP rights in many industries and works with clients who are new to the China market and those who have a well-developed presence in the market. Although his primary focus is on dispute resolution (anti-counterfeiting, IP infringement and licensing disputes) and particularly on international arbitration between foreign corporations and Chinese entities, he also works on the IP aspects of commercial and corporate transactions, and a growing focus on public procurement issues.

In addition to practicing as a Hong Kong and New York attorney, Mr. Woods is also licensed to practice in the United Kingdom. As part of his global practice he is therefore able to work with a growing number of Chinese, Taiwanese and Hong Kong corporations as they expand their businesses and encounter disputes in Europe and the U.S.

Mr. Woods has been recognized repeatedly as one of the top 20 trademark lawyers in the U.S. by *World Trademark Review* and in 2016 it noted that "Kilpatrick Townsend & Stockton is a premier trademark group in the United States with an incredible bench including experienced professionals with deep knowledge of all relevant substantive areas. The highly regarded Woods leads the Asia practice." Mr. Woods has received the prestigious Burton Award for excellence in legal writing. He has been recognized several times by: *AsiaLaw* as a Leading Lawyer in Asia; by the *Euromoney Guide to the World's Leading Trademark Practitioners*, by *The International Who's Who of Business Lawyers*; by the *International Who's Who of Trademark Lawyers*; and by the *LegalMedia Group China Guide*. Mr. Woods has been named an "IP Star" in 2019 and the six years immediately preceding by *Managing Intellectual Property* magazine. He was recommended in 2019 by *Legal 500 US* for Non-Contentious Trademark Law. In July 2013, Kilpatrick Townsend was named by *Who's Who Legal* as one of the world's most highly regarded trademark firms, and Mr. Woods was featured as one of the globally recognized practitioners in the firm. In 2014, the firm was recognized in the *Who's Who Legal 100* as one of the world's top 100 firms. Mr. Woods was recognized as one of its leading practitioners and it was noted that clients praised his "accessibility, flexibility and originality" and it was also noted that he is especially sought after by Chinese, Taiwanese and Hong Kong brands seeking to expand globally.

Experience

Represented world's leading classical music label in a music industry intellectual property dispute. The parties were based in Europe and Asia and the dispute resolution clause specified ICC arbitration in Hong Kong. Through industry knowledge and legal knowledge relating to the jurisdictions concerned and experience in international arbitrations generally, we were able to secure a favorable award, including legal costs (the latter



covered by security for costs) which we obtained at the outset and held in an escrow account.

Represent a U.S. clothing manufacturer in an ongoing international arbitration at the London Court of International Arbitration concerning multinational trademark licenses with an European entity.

Represented as lead counsel BlueCross BlueShield Association, a health insurance association, in connection with the strategic development of its business in China.

Successfully represented a *Fortune* 500 multinational corporation that designs and manufactures consumer electronics and computer software products in a trademark infringement lawsuit brought against a leading computer peripheral supplier and manufacturer in China and its distributor. The Chinese company became very successful in selling Intel-based computer peripherals and various computer-related products using a name and logo which was remarkably similar to our clients logo. It was not a counterfeit case, so the team had to take it to full trial in the Shenyang Intermediate People's Court in China, which was selected as a forum due to the court's desire to be seen as protecting intellectual property rights. The legal battle ended in favor of our client being awarded the highest amount of damages ever awarded in a trademark dispute rendered by the Shenyang Court.

Education

University of Nottingham, LLM

Nottingham Trent University, LLB

Admissions

New York

Hong Kong

U.K.

Professional & Community Activities

International Trademark Association, Panel of International Mediators (2003-present)

Insights

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2019 Managing Intellectual Property IP Stars

June 17, 2019



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Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition

February 5, 2019

[News Releases](#)

Kilpatrick Townsend Expands Asian Presence with Strategic Move into Beijing

January 14, 2019

[In The News](#)

Kilpatrick Townsend Ranked Among Top-Three in the World for Trademark by 2018 Who's Who Legal

October 8, 2018

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Kilpatrick Townsend Attorneys Named 2018 Managing Intellectual Property IP Stars

June 19, 2018

[Events](#)

2018 Intellectual Property Forum

May 11, 2018

[News Releases](#)

Forty-Four Kilpatrick Townsend Attorneys Named to 2017 - 2018 International Who's Who of Business Lawyers

March 19, 2018

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Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000

January 25, 2018

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Kilpatrick Townsend Attorneys Named 2017 Managing Intellectual Property IP Stars

June 27, 2017

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Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2017 World Trademark Review 1000



February 9, 2017

[Alerts](#)

Brexit — What IP Rights Holders Need to Understand Now

June 28, 2016

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Thirty-Two Kilpatrick Townsend Attorneys Named 2016 Managing Intellectual Property IP Stars

May 26, 2016

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Kilpatrick Townsend Receives Top Recognition in 2016 World Trademark Review 1000

January 21, 2016

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Ten Kilpatrick Townsend Attorneys Named to 2015 International Who's Who of Trademark Lawyers

August 13, 2015

[News Releases](#)

Twenty-Nine Kilpatrick Townsend Attorneys Named 2015 Managing Intellectual Property IP Stars

May 6, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Receives Top Recognition in 2015 World Trademark Review 1000

February 5, 2015