

Sindy Ding-Voorhees

Counsel

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Services

Intellectual Property

Brand Licensing & Related

Transactions

Trademark, Copyright &

Advertising

Anti-Counterfeiting & Gray Markets Technology

Clearance & Portfolio Management Apparel, Accessories & Luxury

Greater China Trademarks

Industries

Media & Entertainment

Consumer Goods

Electronics & Computer

Technology

Food, Restaurant & Beverage

Goods

Sindy Ding-Voorhees is a counsel in the Greater China Brands team and works between our New York and Beijing offices. She focuses her practice on trademark, copyright law, and fashion law-related matters, and she has extensive experience in creating brand protection strategies, managing trademark/copyright portfolios, and leading online and offline enforcement programs for the world's renowned brands in Greater China. Her substantial experience with the full range of trademark and copyright issues in China, as well as her bilingual language skills (English and Mandarin Chinese), are dedicated to creating thoughtful brand expansion and protection strategies that adapt to the Chinese market and culture. She is uniquely positioned to bring a Western-style of law practice to solving problems and creating solutions working within a different civil code-based legal regime.

Sindy has substantial experience in addressing trademark infringement issues, pursuing contentious actions with the Chinese administrative bodies, and litigating civil infringement cases with Chinese courts. She not only helps her clients assess risks in every action, but focuses on prioritizing issues and developing big-picture strategies from both legal and business perspectives. She has obtained numerous favorable trademark decisions from the Chinese Review and Adjudication Board, and on appeal from the Beijing Intellectual Property Court. She has



represented clients in high-profile, high-stakes trademark and domain name infringement litigation, and has obtained favorable rulings from the Beijing Higher Court, and local Intermediate Courts in Nanjing, Shandong and Shenzhen.

Her experience in pursuing take-down complaints with major online shopping platforms in China and the U.S. dates back to when she was in-house at one of the world's leading apparel companies in New York. She has a deep understanding of traditional and emerging shopping and social media platforms and their online reporting mechanisms. She has taken down over 5000 infringing listings across over 20 various major platforms in both the U.S. and China (including Amazon, Alibaba, Taobao, Google, Baidu Cloud, Douban, BBS, WeChat, Weibo, etc.).

Sindy was born and raised in China and received her education in China, France and the U.S. Her native language is Mandarin Chinese and she is fluent in English and French. In her spare time, she is also a graphic designer and loves fashion design and art. She has been invited to comment and publish articles on hot legal issues in trademark and fashion law issues in both the U.S. and China by The Trademark Reporter and Chinese IP think tanks.

Sindy was recognized in 2021 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*[®].

Education

Fordham University School of Law LL.M. (2013) Intellectual Property and Information Technology Law

Wuhan University School of Law, Wuhan, China LL.M. (2012) Legal Theories

Johns Hopkins University School of Advanced International Studies (SAIS), Nanjing, China Graduate Certificate (2011) International Relations

Wuhan University School of Law, Wuhan, China LL.B. (2010) Law and French

Lille II University School of Law, Lille, France Exchange Program (2009) French and European Law

Admissions

New York (2015)

Professional & Community Activities

New York State Bar Association, Member

New York City Bar Association, Fashion Law Committee, Member

International Trademark Association, Member

The Civil Legal Advice and Resource Office (CLARO), Volunteer Lawyer

Insights

Publications

Strategies for Building and Managing a Global IP Portfolio

March 15, 2021

News Releases

Kilpatrick Townsend Elects New Partners and Elevates New Counsel

January 6, 2021

Perspectives

IP in China: The Value for U.S. Companies, Protection and Enforcement, and How to Win the Battle

October 23, 2020

Events

IP in China: The Value for US Companies, Protection and Enforcement, and How to Win the Battle

October 15, 2020

News Releases

Top-Tier Recognition for Kilpatrick Townsend in Inaugural 2021 *Best Lawyers: Ones to Watch*

August 20, 2020

Publications

How Can Chinese Fashion Designer Brands Protect Original Design and Brand Value in the US?

June 1, 2020

In The News

Sindy Ding-Voorhees Quoted in "How Does Fashion Law Protect Brands' Intellectual Property?"

February 26, 2020

In The News

Sindy Ding-Voorhees Quoted in "4 Intellectual Property Guidelines that are Crucial for Luxury Brands"

November 26, 2019

Perspectives

8 Key Takeaways | Trademark Enforcement in China: Power of Precedent



October 9, 2019

[Events](#)

Trademark Enforcement in China: Power of Precedent
September 26, 2019

[Perspectives](#)

Kilpatrick Townsend's New York Office is Pro Bono
September 17, 2019

[Events](#)

Retail Survival in Turbulent Times
September 6, 2019

[Webinars](#)

Anti-Counterfeiting Enforcement in the U.S. and China – Setting Priorities and Allocating Resources
August 14, 2019

[In The News](#)

Will Louis Vuitton's 'Dad Shoe' Lawsuit Stomp Out Imitators?
May 24, 2019

[News Releases](#)

Kilpatrick Townsend Expands Asian Presence with Strategic Move into Beijing
January 14, 2019

[Events](#)

How to Use Trademarks to Protect a Brand: with an emphasis on International company's strategy in trademark enforcement in China
March 17, 2016