

## Shuang Yu

### Counsel

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### Services

Greater China Trademarks

Intellectual Property

Trademark, Copyright &  
Advertising

### Industries

Energy

Health & Life Sciences

Media & Entertainment

Retail & Consumer Goods

Technology

Shuang Yu is a counsel in the Greater China brands team. She has significant experience in all forms of intellectual property, but especially in trademark prosecution and enforcement in Greater China.

Shuang has 10 years' intensive experience representing and advising clients on trademark and copyright matters before the Chinese trademark authorities, including customs and administrative authorities and before the courts. She also has comprehensive experience in trademark prosecution proceedings in Hong Kong, Taiwan, Macau and Mongolia. She has helped clients win multiple favorable judgments in People's Court actions, and before the trademark authorities in China, including the Trademark Review and Adjudication Board. She has helped clients design full-service strategies for protecting portfolios and has handled over a thousand trademark and copyright prosecution, opposition and cancellation matters. She has obtained seven favorable judgments from the Beijing High Court recognizing clients' well-known mark status. She has also secured well-known mark recognition in administrative proceedings. She has helped clients reverse unfavorable administrative decisions from the China Trademark Review and Adjudication Board at the court level based on creative arguments and strong evidence presentations. She has successfully helped clients enforce their rights with Chinese Customs, including customs registrations, applying for detention of infringing goods, and applying for the release of the clients' authorized manufacturers' goods.



Shuang has experience in rarely held retrial application proceedings before the China Supreme Court, and has experience with assisting clients in designing and conducting consumer surveys for use in litigation, an area that is still under-utilized in China. She is experienced in complex trademark disputes involving highly resourced and connected squatters and has helped clients deal with PR emergencies relating to their brands caused by consumer complaints.

Shuang has also worked on a variety of intellectual property issues in the U.S., including responses to Office Actions issued by Trademark Examiners in the U.S. Patent and Trademark Office, reviewed and assisted in the preparation of Appeal Briefs before the Trademark Trial and Appeal Board and has written motions before the federal district court.

Shuang's native language is Chinese and she is conversational in French.

### **Education**

University of Arizona, James E. Rogers College of Law, J.D.

Central University for Nationalities, Beijing, China, LL.B.

Central University for Nationalities, Beijing, China, B.A., English

### **Admissions**

New York

People's Republic of China

### **Professional & Community Activities**

Beijing Bar Association, Member

Arizona Intellectual Property Cyberlaw Society, Member (a former VP)

The Copyright Society of the USA, Member

### **Insights**

#### [News Releases](#)

Kilpatrick Townsend Expands Asian Presence with Strategic Move into Beijing

January 14, 2019

#### [Events](#)

2018 Intellectual Property Forum

May 11, 2018



[Publications](#)

Arizona's Night Lighting Regulations Facilitating Astronomical Observation

April 4, 2016