

Wendy (Wenhsien) Cheng

Senior Associate

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Services

Anti-Counterfeiting & Gray Markets

Brand Licensing & Related

Transactions

Clearance & Portfolio Management

Cross Border Transactions

Greater China Trademarks

Intellectual Property

Trademark, Copyright &

Advertising

Industries

Apparel, Accessories & Luxury

Goods

Consumer Goods

Electronics & Computer

Technology

Financial Institutions

Food, Restaurant & Beverage

Health & Life Sciences

Media & Entertainment

Medical & Surgical Devices

Retail & Consumer Goods

Technology



Wendy (Wenhsien) Cheng is a senior member of our Greater China brands team based in our New York office. She focuses her practice on international trademark and copyright matters, including trademark clearance, brand counseling, trademark prosecution and contested proceedings, anti-counterfeiting, dispute resolution and litigation. She advises and manages clients' global trademark portfolios and forms IP protection strategy for a wide range of businesses, including but not limited to, *FORTUNE 100* technology companies, a *FORTUNE 500* LED manufacturer, leading hospitality brands, high-end luxury apparel brands, financial institutions, national universities, and entertainment companies.

Ms. Cheng has successfully obtained more than 400 favorable opposition and appeal decisions, generated more than 1,000 clearance and prosecution opinions, and drafted more than 100 demand letters for the firm's key clients. She also participated in trademark and copyright litigation matters in China, drafted civil complaints, and acquired favorable outcomes as well as payment of damages from Chinese courts. Ms. Cheng secured copyright registrations for various clients in China and provided enforcement strategies regarding take-down actions in China. She also worked closely with Chinese Customs and has successfully seized a number of



unauthorized shipments in China before those counterfeit goods were exported. Ms. Cheng also actively participates in a pro bono trademark program provided by our New York office called “Start Small Think Big,” where she helps local business owners and start-up companies obtain trademark registrations in the United States.

Ms. Cheng was born and raised in Taiwan and received education in both Taiwan and the U.S. and is fluent in both English and Chinese. She has traveled to more than 15 countries and is familiar with international brands worldwide.

Ms. Cheng was recognized as a New York "Rising Star" in 2014, 2015, 2016 and 2019 for Intellectual Property by *Super Lawyers* magazine.

Education

American University, Washington College of Law, LL.M. (2006)

National Chung-Cheng University, Chiayi, Taiwan, Bachelor of Law (2005)

National Chung-Cheng University, Chiayi, Taiwan, Bachelor of Social Welfare (2005)

Admissions

New York (2010)

Court Admissions

U.S. District Court for the Eastern District of New York (2010)

Professional & Community Activities

New York State Bar Association, Member

New York City Bar Association, Member

Insights

[News Releases](#)

Record Number of Kilpatrick Townsend Attorneys Named 2019 New York Metro Super Lawyers
November 1, 2019

[News Releases](#)

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



[News Releases](#)

Kilpatrick Townsend Attorneys Named 2016 New York Super Lawyers

October 5, 2016

[News Releases](#)

Kilpatrick Townsend Names Wen-Hsien (Wendy) Cheng an Associate

October 19, 2015

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2015 New York Super Lawyers

September 30, 2015