

Zhen (Katie) Feng

Office Managing Partner
Shanghai

Biography

Zhen Feng (also known as Katie Feng) has been in private practice for more than 18 years. She started as a general litigator and now focuses on IP litigation and brand protection. She is admitted in both PRC (1998) and New York, USA (2003).

She is a partner and director of Hogan Lovells (Shanghai) Intellectual Property Agency Service Co., Ltd., an IP service affiliate established under Hogan Lovells International LLP. Practising in a market that has seen a huge upswing in patent filing, trademark filing, and IP litigation in the past decade, Katie has opportunities to handle numerous cases involving complex and cutting-edge IP issues.

In this process, she became widely recognized in the IP area and has built a track record of success. Katie is also a strategic advisor. She advises numerous clients from diverse backgrounds on formulation and implementation of IP enforcement strategies in China through a combination of administrative, civil, and criminal actions. She also provides proactive advice and analysis on how to secure and obtain IP rights from the start-up of a business, and how to monetize IP rights when the business grows.

Katie speaks frequently on IP issues and regularly contributes articles on development of international IP



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Languages

English
Mandarin
Taiwanese

Areas of focus

Hogan Lovells China Desk

Education and admissions

Education

LL.M., Wake Forest University

LL.B., Xiamen University

law. She is the editor of the *International Trademark Association China Bulletin*. She currently serves on the Board of the International Trademark Association.

Representative experience

Representing a U.S. game software company and its Chinese licensee to successfully obtain an interim injunction from Guangzhou IP Court against an infringing mobile game.

Representing a U.S. movie producer to successfully defend a high-profiled copyright infringement lawsuit in Beijing.

Advising a U.S. pharmaceutical company on various anti-counterfeiting litigation in China.

Advising a European fashion brand anti-counterfeiting strategies and IP litigation in China and Hong Kong.

Advising a European producer to defend trade secret infringement claim in China directed at a process of making chemical products.

Awards and rankings

- Intellectual Property - International Firms (China), *Chambers Asia-Pacific*, 2017-2020
- Intellectual Property - International Firms (China), *Chambers Global*, 2018-2019

Latest thinking and events

- News
 - Proposed changes to draft patent law further strengthen incentives to bring new drugs to China
- Webinar
 - How to weather the storm: bolstering your brands in challenging times in the U.S. and Europe
- Insights
 - China publishes IP Action Plan under China-US

Memberships

New York Bar Association

International Trademark Association

Bar admissions and qualifications

New York

People's Republic of China

Trade Deal: what's new and how will it affect you?

- News
 - China's IP Court of Appeal sheds light on Plant Variety Rights in milestone SanHong pomelo case
- News
 - China: looking back at 2019's main IP developments and looking forward at what 2020 may bring
- Webinar
 - Trade Secret Protection in China after the U.S.-China Phase One trade deal