



Lu Fang

Senior Consultant

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Location:
Beijing

Language:
Chinese and English

Qualification:

Education Background

Bachelor of Engineering, Shenyang University of Aeronautics and Astronautics

Work Experience

2022 Partner, Beijing Wanjing Intellectual Property Agency Co., Ltd.

2006 Manager, Trademark Department, Beijing Bihao Intellectual Property Agency Co., Ltd.

2000 Trademark Agent, Beijing Wanhuida Intellectual Property Agency Co., Ltd.

Social Activities

Deputy Secretary-General, Intellectual Property Protection Center, Chinese Culture Promotion Association

Secretary-General, Intellectual Property Protection Center, China Pilgrimage Culture Research Association

Areas

Having been engaged in the intellectual property rights field for many years, having rich experience in agency practice, being familiar with the intellectual property rights laws and regulations of China and many foreign countries and regions, and being able to provide all-round professional services to enterprises, including trademark right confirmation, risk monitoring, trademark management, brand operation, trademark strategy consulting, etc. He has provided trademark overseas layout plans and intellectual property protection plans for many multinational corporations, government agencies, and large state-owned enterprises, helped enterprises solve intellectual property disputes, achieved good results, effectively protected the legitimate rights and interests of customers, and won customer recognition and appreciation.

Key Achievements

-- Successfully represented Honeywell in the Administrative Recognition of a Well-known Trademark for its "HONEYWELL" Trademark.

-- Led the overseas brand planning and implementation for the Great Yangtze River "Haojue" Trademark in 86 countries and regions.

-- Participated in the planning of China Xinda Asset Management's intellectual property strategy, and contributed to the enterprise's restructuring.

-- Participated in the planning of Guangdong Bank's intellectual property strategy program.

Successful Representation for Administrative Determination Case Concerning the

Well-known Trademark of Lakala.

-- Responsible for the planning and arrangement of overseas trademark protection for Unicorn Enterprise Hangzhou Graffiti, and contributed to the successful listing of the enterprise on the US stock market in 2021.

Personal Honor

Member, International Exchange, and Development Work Committee, China Trademark Association.