



XU, Chumeng (Jessica)

Partner

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Practice Areas:

Trademark
Copyright
Dispute Resolution

Professional Experience

Jessica joined JunHe in 2013 and currently practices at our Beijing office. Jessica worked at CCPIT Patent and Trademark Law Office during 1997-2013 and was the deputy director of the Trademark Division. As a trademark attorney, she has handled thousands of IP cases and has extensive experience in the area of IP litigation, prosecution and enforcement and possesses good understanding of Chinese laws relating to trademark, copyright and anti-unfair competition. Jessica's clients hail from motor manufacturing sectors, hotel, apparel, luxury goods, technology, food and beverages, charity funds and organizations, retail and healthcare companies.

Jessica is adept at handling complicated trademark cases and has successfully assisted clients in obtaining recognition of well-known trademarks by the trademark authorities and the court, including BMW, JEEP, BUICK, Mary Kay, etc. Some of the influential cases she handled were widely reported by a variety of media including CCTV.

Cases handled by Jessica has been ranked as Top 10 IP Cases by the Supreme Court, Top 10 IP Cases by Guangdong Higher Court, and Top 20 Appeal Cases by the China Trademark Review and Adjudication Board. In 2018 & 2019, Appeal and Invalidation case handled by Jessica has been ranked as Representative Cases by China Trademark Association.

Jessica has been ranked as Asia's Leading Trademark Lawyer by Chambers since 2010 and as Tier 1 leading trademark practitioner by World Trademark Review (WTR 1000) in 2011-2020, as Top 15 IP lawyers by ALB in 2015, 2017 & 2019, as IP star by Managing Intellectual Property in 2015-2019, as Distinguished Practitioner by Asialaw Profiles in 2016-2019, and as Recommended Lawyer by The Legal 500 in 2017-2019. In 2018, Jessica was also ranked as China Top 15 Female Lawyers by ALB.

Jessica is a co-author of "Trademark Laws and Practices throughout the World" (2006), and author of "Pharmaceutical Trademark" (World Trademark Review, 2010), "Trademark Case Law Review in China 2010" (World Trademark Review, 2011), "Chinese Trademark Practice" (Latin Marcasur, 2011), "The International Comparative Legal Guide to Trade Marks 2012—China Chapter" (2012), and "The International Comparative Legal Guide to Trade Marks 2013—China Chapter" (2013).

Education

B.A., Heilongjiang University, 1997
Trained in a law firm in the U.S., 2000
Law School of Trinity College, 2002 – 2003

Professional Associations

Member of INTA Famous and Well Known Marks Committee
All CHINA LAWYERS ASSOCIATION

Language Skills

Fluent in English, Mandarin