



XU, Haoyue (Beverly)

Partner

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Practice Areas:

Trademark
Copyright
Dispute Resolution

Professional Experience

Beverly started working in JunHe since 2013, and previously she worked in European Court of Human Rights in France.

Beverly concentrates her practice in intellectual property, including trademarks, copyrights, IP licensing and compliance, dispute resolution, trade name, trade dress, unfair competition, false advertising, domain name issues and UDRP arbitrations, digital rights and virtual property protection, etc.. Beverly handles intellectual property matters in terms of prosecution, enforcement and litigation, and a broad variety of IP-related transactional matters. She has developed global intellectual property strategies, including prosecution, licensing, and enforcement strategies involving trademarks, copyrights, and domain names, including a complete global strategy for companies in diverse industries.

Beverly is ranked as Next Generation Partner and Key Lawyer by 2023 The Legal 500 Asia Pacific, Rising Star by 2023 China Business Law Journal. Many cases she has handled, such as 3D trademark, well-known trademark as well as copyright infringement, have been ranked Top Appeal Cases by the China National IP Administration in 2016 and 2020, Deal of the Year by China Business Law in 2021, and Outstanding Foreign Related Typical Cases by Beijing Lawyers Association. She has also supported a civil litigation as Top 10 IP Cases by the Supreme Court and Top 10 IP Cases by Guangdong High Court.

Education

LL.M (International law), Renmin University of China, 2013
LL.M (Exchange Student), Macquarie University (Australia), 2012
LL.B, Renmin University of China, 2010

Professional Associations

Member, All China Lawyers Association & Beijing Lawyers Association
Member, International Trademark Association, attended 2019 INTA Annual Meeting in Boston, US

Language Skills

Mandarin, English