



## ZHAO, Huafeng (Jackie)

**Counsel**

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Practice Areas:

**Trademark**  
**Dispute Resolution**

### Professional Experience

Jackie joined JunHe in 2013 and currently practices at our Beijing office. Previously, Jackie worked with the CCPIT Patent and Trademark Law Office as a trademark attorney (2008 to 2013).

Jackie has a good understanding of the Chinese laws related to trademarks, copyright and unfair competition and has handled a large number of trademark cases. She has extensive experience in the areas of trademark litigation and prosecution. Her areas of practice include counseling on trademarks, copyright, unfair competition matters, securing and defending trademark rights, filing oppositions, invalidations, reviews and litigations.

Jackie has extensive experience in providing constructive suggestions and strategies for trademark registration and protection in China. She has assisted many clients in successfully obtaining well-known trademark recognition before the China Trademark Office, the Appeal Board and Courts. She has worked with global clients in areas such as luxury goods, apparel, cosmetics, pharmaceuticals, the mechanical and electronic industries, food and beverage and banks.

The Legal 500 Asia Pacific has ranked Jackie as a 2018, 2019 IP Rising Star, and 2019 The Legal 500 Recommend.

### Education

2005, Bachelor of Arts, Beijing Foreign Studies University  
2008, Juris Master, Renmin University of China

### Professional Associations

2008, Legal Professional Qualification Certificate  
Member of INTA Non-Traditional Marks Committee

### Language Skills

Mandarin and English