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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Linda CHANG  
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People's Republic of China



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Date of Birth: November 16, 1965

Nationality: Chinese

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

B.A., (English language and literature);  
Post-graduate Studies, Chinese law;  
Qualified Trade Mark Agent since 1995.

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**LANGUAGES**

Chinese, English

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**PRESENT POSITION**

Partner, Rouse & Co. International;  
Head, Trade Mark Group of Rouse & Co. International's China business.

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July 31, 2019

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### **PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

5 years' experience as a trade mark agent in Shanghai Administration for Industry & Commerce (AIC) prior to emergence of China's IP regulatory system. In total over 11 years as China Trade Mark Agent dealing with various trade mark disputes.

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### **AREAS OF SPECIALIZATION**

Intellectual property: - trade marks, unfair competition, domain name dispute resolution;  
Negotiation: - in the field of IP related disputes and transactions;  
Government lobbying: - for substantive changes to China's trade mark legislation.

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### **MEMBERSHIP IN PROFESSIONAL BODIES**

International Trade Mark Association (INTA);  
Sub-committee of Non-Traditional Trade Marks of INTA.

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### **EXPERIENCE IN INTELLECTUAL PROPERTY**

Qualified in 1995 as one of the first trade mark agents under China's emerging IP regulatory system, now handling daily sophisticated trade mark related disputes, assignments, negotiation of settlement between conflicting parties, advising on domain name registration, cancellation and recovery and lobbying on changes to trade mark legislation.

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### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

Proficient in the domain name dispute resolution rules and procedures set up by CNNIC (China Internet Network Information Center), the administrator of .CN country-level domain names; have advised on numerous domain name registration and recoveries based on trade mark rights, most of which related to international famous trade marks;

Familiar with the domain name dispute resolution rules and procedure set up by ICANN and have advised on and handled numerous domain name recoveries from Chinese domain holders /cyber-squatters on clients' behalf;

To date, has not lost a case relating to above mentioned types of domain name disputes.

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### **MAJOR PUBLICATIONS**

Review of the Amendment in the PRC Trade Mark Law – 'Trade Mark World', 2001;

Single Color Trade Mark Application, Registration and Protection – 'China Trade Marks', Jan. 2006;  
Making Sense of China – 'World Trade Mark Review' May, 2006.

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### **EXPERIENCE IN COURT LITIGATION**

Acted as counsel in several civil actions in courts of first instance and appellate courts of the People's Republic of China from 2005 to the present;

Subject matter of the court actions concerned the Trade Mark Authority's refusal to register trade mark applications;

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Also worked closely in advisory role on several trade mark, design infringement and unfair competition cases and civil court appeals from CNNIC decisions on domain name disputes in China.

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**PROFESSIONAL TRAINING IN MEDIATION**

Successfully completed the INTA Mediation Training Session - China 2004.

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