
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Linda CHANG
Rouse
Shanghai
China



Nationality: Chinese

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

BA (English Language and Literature), Henan University, China, 1986;
Law graduate certificate, East China University of Political Science & Law, 2002;
General Management, Cambridge University, 2009.

Trade Mark Attorney, China;
Admitted to PRC bar.

LANGUAGES

Chinese, English

PRESENT POSITION

Partner, General Manager of Rouse Consultancy Shanghai;
Head of Consultancy Team, Rouse China.

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

1999-2010, Trade Mark Attorney and Head of Trade Mark Group, Rouse China;
1994-1999, trade mark attorney within Shanghai government agency - Shanghai Administration for Industry & Commerce (AIC).

August 19, 2020

AREAS OF SPECIALIZATION

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

Accolades:

- Chambers Asia Pacific 2013 - 2016, 2019 - 2020: Listed as a 'Notable Practitioner';
- The Legal 500, 2020: Listed as a China - Intellectual Property: International Firm Leading Individual;
- Intellectual Property Law (International Firms), 2020: Best Lawyers;
- WTR 1000 2018 - 2020: China and SARS - Silver Tier;
- The Legal 500, 2016 - 2017, 2019: Listed as Leading Individual for Foreign Firms in Intellectual Property in China;
- Managing Intellectual Property, 2014 - 2016, 2018: Named as an IP Star;
- Managing Intellectual Property, 2020: Named as Trademark Star;
- World IP Review, 2016 - 2018: WIPR Leaders;
- WTR 1000 2013 - 2017: Leading Global Trade Mark Practitioners;
- Managing Intellectual Property 2016: Top 250 Women in IP list for 2016;
- Who's Who Legal, 2014 - 2016: The International Who's Who of Trademark Lawyers;
- Asialaw, 2013: Leading Lawyer for IP in China;
- Euromoney 2012: Winner of Asia Women in Business Law 2012 (Linda Chang) for Patent and Trade mark Prosecution category.

MEMBERSHIP IN PROFESSIONAL BODIES

China Trademark Association (CTA);
International Trademark Association (INTA).

EXPERIENCE IN INTELLECTUAL PROPERTY

Qualified under the PRC law as a trademark attorney since 1995, has developed rich experience over the years dealing with complex trademark disputes. Expertise in this regard has successfully navigated numerous clients through nightmare situations, any of which could have been the subject of horror IP stories.

To name a couple. In one case, successfully invalidated a bad faith mark and saved the client US\$14 million to buy it back. In another, saved the client a US\$600,000 royalty fees per annual by successfully defending the registration of a similar mark through acquired distinctiveness.

Also is an effective, fair and natural negotiator.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Familiar with the domain name dispute resolution rules and procedures set up by CNNIC and ICANN. Has advised on numerous domain name recoveries from Chinese cyber-squatters on behalf of her clients.

As a WIPO Domain Name Panelist, has decided 138 domain dispute cases since 2006.

MAJOR PUBLICATIONS

Contributing articles to leading IP publications such as Managing Intellectual Property and World Trademark Review, including:

Domain names (China): Overview – "Practical Law China", 2019;

How to Tackle Chinese Trade Mark Squatters – "Managing IP", Dec. 2012 / Jan. 2013;

Three ways to rescue the Trademark Law – “China Law Practice”, April 2012, cover story;
Making Sense of China – “World Trade Mark Review”, May 2006;
Single Color Trade Mark Application, Registration and Protection – “China Trade Marks”, Jan. 2006;
Review of the Amendment in the PRC Trade Mark Law – “Trade Mark World”, 2001.

EXPERIENCE IN COURT LITIGATION

Acted as a litigator in a number of court appeals to trademark registration rejections in early years.

Also worked as counsel in a number of civil litigations on trademark & design infringement, unfair competition and civil court appeals over CNNIC decisions on domain name disputes in China.

PROFESSIONAL TRAINING IN MEDIATION

Completed the INTA Mediation Training Session - 2004.
