
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Rosita LI
Ellalan
Hong Kong, China



Nationality: Chinese

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Admitted as Solicitor in England and Wales and Hong Kong (1992).

LANGUAGES

English and Chinese

PRESENT POSITION

Partner, Ellalan

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Mayer Brown (formerly known as Johnson Stokes & Master, then JSM, and then Mayer Brown JSM), January 2008 – January 2020;
Associate, Johnson Stokes & Master, January 1992 – January 2008.

MEMBERSHIP IN PROFESSIONAL BODIES

Chairperson, Licensing Executives Society China, Hong Kong Sub-Chapter, January 1, 2021 – December 31, 2022;
Member, Asia Patent Attorneys Association (Hong Kong Group), 2022;
Committee Member Asia Patent Attorneys Association – Designs Committee, 2021;
Member, International Trademark Association (INTA), 2022;
Committee Member, International Trademark Association – Parallel Imports Committee, 2020 – 2021;

March 2, 2022

Member (Solicitor), Law Society of Hong Kong, October 1992;
Member (Solicitor), Law Society of England and Wales, July 1992.

AREAS OF SPECIALIZATION

Practice focuses on intellectual property matters, ranging from contentious and non-contentious intellectual property, licensing, and franchising, to entertainment and information technology matters. Handles the full spectrum of IP work from enforcement, litigation, licensing, and portfolio management.

Accolades:

- Distinguished Practitioner in the Intellectual Property field by Asialaw Profiles and Leading Lawyers 2022 Edition (2021);
 - Best in Trademark – Shortlisted, Women in Business Law by Euromoney's Women in Business Law Award 2020 Asia (2020);
 - Leading individual in Trademark Prosecution and Strategy (Hong Kong) and Trademark Enforcement and Litigation (Hong Kong) by WTR 1000 (2016 – 2021);
 - Ranked Lawyer in IP (China) by Chambers Asia Pacific (2011 – 2020);
 - Recommended Lawyer in Intellectual Property according to Legal 500 Asia Pacific (2015, 2016, and 2020) and ranked in Intellectual Property (International Firms) in China by Chambers Global (2015 – 2018).
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EXPERIENCE IN INTELLECTUAL PROPERTY

Approximately 30 years of experience dealing with intellectual property matters. Clients spread across different industry sectors such as financial services, real estate, retail, hospitality, as well as luxury and fashion. Has advised global conglomerates and Hong Kong blue-chip clients on their global trademark portfolio and enforcement portfolio in APAC. Practice also covers commercial and transaction, assisting clients in drafting and negotiating licence and franchise agreements, and conducting IP audit and IP related due diligence.

Has handled over 300 trade mark oppositions (in English and in Chinese) in Hong Kong and China.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Has handled and filed over 100 domain name disputes complaints.

Appointed panelist of the Asian Domain Name Dispute Resolution Centre.

MAJOR PUBLICATIONS

Besides an active author of IP articles, has also presented a number of internal and external presentations on intellectual property, covering topics on Introduction to Intellectual Property (Trade Marks, Copyright, Patents, Trade Secrets), Music Copyright in Hong Kong, Copyright Licensing, Anton Piller Injunctions, Tackling Shadow Companies, and Domain Name Proceedings under the Uniform Domain Name Dispute Resolution Policy. Below are some recent publications:

- Basketball legend Michael Jordan wins another trademark case in China;
 - Hong Kong is finally getting ready for Madrid Protocol;
 - PC Overturned its Earlier Opinion on Whether OEM constitutes Trademark;
 - Can one be convicted of doxxing in Hong Kong?
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EXPERIENCE IN COURT LITIGATION

Has solid experience and excellent track records in IP litigation (including handling interlocutory injunctions and Anton Piller orders, Hong Kong Customs seizures, domain name complaints, shadow company name disputes). Examples:

- One of the significant cases was acting for a cassette manufacturer and supplier in defending a patent infringement litigation in Hong Kong. The case was one of the very few patent infringement cases which went to trial.
 - Acted for a major real estate developer in Hong Kong in defending an action brought against them including an interlocutory injunction application based on passing off and trademark infringement in Hong Kong;
 - Represented a famous international school in a High Court action against a local educational establishment for trade mark infringement and passing off;
 - Acted for a major Bank in Hong Kong in an interlocutory injunction against a PRC financial company for trade mark infringement and unfair competition in Mainland China;
 - Successfully handled over 100 company name disputes for various companies most of which are listed companies in Hong Kong.
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PROFESSIONAL TRAINING IN ARBITRATION

Seminars and presentations:

Dispute Resolution Clauses in Cross Border Contracts, September 8, 2021;
Concurrent Breakout Session – Hong Kong’s unique role in IP creation, protection and enforcement as well as dispute resolution in GBA and beyond, December 4, 2020;
Managing Risks of Third Party Funding in Arbitration: partially enacted HK legislation in the Twilight Zone, October 30, 2017;
Crossroads in Intellectual Property Law: Arbitration Brexit and Recent Hong Kong Cases, August 4, 2017;
Litigation Arbitration Series: LCIA vs. ICC Rules (Session 2), September 18, 2015;
Litigation Arbitration Series: An Overview of International Arbitration (Session 1), September 11, 2015;
Arbitration in HK – developments, trends and issues, September 27, 2011;
Arbitration – An Alternative Dispute Resolution, September 18, 1999.

EXPERIENCE IN MEDIATION

Acted for a PRC company in defending a copyright infringement claim and appeared in a mediation with the clients.

MEDIATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations						
	Ad Hoc					
	Others					
Number of Cases : Sub-Total						
Domestic Mediations	AAA					
	Court Annexed	1			1	
	Ad Hoc					
Number of Cases Sub-total		1			1	
TOTAL		1			1	