



Language: English, Mandarin

Expertise: Intellectual Property

Tel: 86 10 6588 8825/ 659

Fax: 86 10 6502 8866

Email: liuyuping@hylandslaw.com

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## 基本信息

### Education Background

2006 | Beijing North China University of Technology | Economic Law | Master's degree of Economic Law

2003 | Datong University | Bachelor's degree of Arts

### Work Experience

2006 | Hylands Law Firm | Partner

### Admissions

2003 | Test for English Majors-Band 8

2008 | P. R. China Lawyer's License

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## Professional Background

Erica Liu practices as attorney-at-law and trademark attorney in the Patent and Trademark Group of Hylands Law Firm's Beijing Office. Erica Liu began her professional legal career as an attorney-at-law and trademark attorney in Hylands Law Firm in 2006, following graduation from studies. She is now Partner and Head of the Trademark Department of the firm. Having handled an extensive range of cases for clients, Erica Liu is experienced in all matters relating to trademark law and practice in connection with contentious and non-contentious matters including trademark filings and trademark strategy, oppositions, reviews, cancellations, negotiation for trademark assignment and co-existence, anti-counterfeiting through the courts and customs and local Administration for Industry and Commerce (AIC), infringement litigation and administrative litigation against Trademark Review and Adjudication Board (TRAB). She also deals with matters pertaining to copyright, unfair competition and domain names such as advising on domain name disputes and domain name strategy.

### Publications

2013 | Trademark Litigation the 2nd Edition (European Lawyer Reference Series) | Thomson Reuters

2014 | Getting the Deal Through – Domains & Domain Names | Law Business Research Ltd.

2014 | Does OEM constitute trademark use in China? | Managing Intellectual Property

2015 | Protecting Intellectual Property at Exhibitions in China | Legal Studio

2015 | Copyright Litigation the 2nd Edition (European Lawyer Reference Series) | Thomson Reuters

2015 | Domain Name Law and Practice | Oxford University Press

2016 | Luxury Law | Thomson Reuters

2016 | Is Your Trademark Stolen in China? Don't Panic!

2017 | Copyright Litigation the 3rd Edition (European Lawyer Reference Series) | Thomson Reuters

2017 | Trade Mark Litigation in China | Practical Law | Thomson Reuters

2019 | International Comparative Legal Guide to: Copyright 2020

2020 | International Comparative Legal Guide to: Copyright 2021

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## Social Activities

Member of INTA

Deputy director of Trademark Law Committee of Beijing Lawyers' Association

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## Honors and Awards

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