

Grace Guo

Counsel
Beijing

Biography

Grace Guo is a counsel in Hogan Lovells Intellectual Property, Media and Technology (IPMT) Practice Group who concentrates her practice on advising clients on various contentious and non-contentious matters covering trademark, copyright, domain name, design patent, trade secrets and unfair competition issues.

She has been working in the IP field for about 15 years focusing on cross-border IP matters.

On the contentious side, Grace has represented clients in PRC courts for administrative litigation for trademark prosecution and civil litigation for trademark infringement, design patent infringement and unfair competition cases. She also has a proven track record in designing comprehensive enforcement strategies against infringers including internet enforcement/takedowns, customs protection, trade fair protection, administrative raid actions, etc.

On the non-contentious side, Grace provides trademark portfolio management advice, drafts and negotiates IP terms for commercial transactions, conducts IP due diligence searches for corporate projects. She also constantly advises on IP related regulatory issues regarding advertising, influencer endorsement, e-commerce, FDA and other administrative license related IP issues, corporation IP/trade secret policies,



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Languages

English
Mandarin

Practices

Trademarks and Brands
IP and Technology Transactions
Domain Names
Communications, Internet, and Media
Copyright
Designs
Intellectual Property
Litigation Services

inventor remunerations, etc.

Grace is mindful of industry dynamics and is excellent at aligning legal options to new economic phenomena and exploring creative approaches to solve problems. She has business acumen when advising on legal actions, and understands the importance of delivering solutions when assessing potential legal risks.

Representative experience

Advising a world leading internet company for trademark infringement cases in China, including negotiating with the infringers to stop infringement, designing trademark infringement and unfair competition litigation for the hardware products of the company.*

Advising a world leading electronics company for trademark and design enforcement matters in China, including internet takedown and civil litigation.

Advising a leading U.S. oil company for trademark infringement matters in China, covering internet trademark protection, customs protection, administrative raid actions and a series of civil litigation cases on the grounds of trademark infringement and unfair competition (received winning results for all concluded cases).

Advising a Japan-headquartered cosmetics company on actions against copycats and passing off products in China; successfully raided infringers based on famous product packaging claims. *

Advising a U.S. co-sharing work space company on all their China trademark matters, including trademark portfolio management and trademark enforcement strategies. Most of the targets imitates the client's co-sharing business model and brands. *

Advising a famous U.S. apparel company on PRC Customs protections and enforcement matters in

Marketing and Advertising

Trade Secrets and Confidential Know-how

Industries

Technology and Telecoms

Diversified Industrials

Energy and Natural Resources

Automotive

Consumer

Sports, Media & Entertainment

Life Sciences and Health Care

Mobility & Transportation

Areas of focus

Food and Beverages

Strategic Counseling and Portfolio Development

Electronics and Consumer Appliances

Commercial Transactions and Due Diligence

IP Licensing, Commercialization, and Technology Transfer

Fashion and Luxury Brands

False Advertising and Unfair Competition

Broadband, Internet, and E-commerce

Cosmetics and Personal Care Products

Retail and Consumer Goods

China, covering customs seizures in various local ports and litigation actions.

Advising a U.S. leading telecommunication company for patent and trademark management matters in China, including conducting patent and trademark audit, filing new patents and trademarks, conducting patent infringement analysis and attending patent invalidation actions.

Advising a Spanish pharmaceutical company in preparing and negotiating an exclusive drug license agreement and a sales agreement with the Chinese party.

Advising a few European and US companies for IP license/assignment/grant-back/service agreements between the companies and the joint venture companies set up in China

*Matter handled prior to joining Hogan Lovells.

Latest thinking and events

- Insights
 - Dealing with social media influencers in China
- Hogan Lovells Publications
 - Key perspectives for a virtual holiday shopping season
- Webinar
 - Asia IP webinar 2020 – Recent trademark cases and trends you do not want to miss
- Webinar
 - Influencer Snapshot webinar series: Influencers around the world
- Hogan Lovells Publications
 - Global Media, Technology and Communications Quarterly – Spring/Summer 2020
- Insights
 - China publishes IP Action Plan under China-US

Content Licensing, Distribution, and Carriage

Media

Education and admissions

Education

LL.M., Boston University

Juris Master of Law, Peking University

Bar admissions and qualifications

People's Republic of China

Trade Deal: what's new and how will it affect you?