



**Joanne Zhang**

**Senior Associate**

**REGISTERED FOREIGN LAWYER**

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Joanne is a Registered Foreign Lawyer (New York, USA) in the Intellectual Property & Technology team based in DLA Piper's Hong Kong office. She is dually qualified in New York, USA, and China.

Joanne is experienced in handling a wide range of contentious and non-contentious intellectual property matters in the Asia-Pacific region particularly in China and Hong Kong, including prosecution and enforcement of IP rights, portfolio management, trademark clearance, anti-counterfeiting, trade fair enforcement, online enforcement, customs IP issues, domain name disputes, unfair competition matters as well as transactional and advisory IP work. She also regularly advises on advertising law matters.

Joanne advises multinational and local companies across different industries including consumer goods, food and beverage, TMT, IT, manufacturing, logistics, fashion brands, financial institutions and educational institutions.

Before joining DLA Piper in 2015, Joanne had years of experience working in a prestigious UK IP firm's Hong Kong office and in a red circle PRC law firm's IP legal team in Shenzhen. She also had experience working in the World Intellectual Property Organization in Geneva as an intern and in the Intellectual Property & Technology team of DLA Piper's Chicago office as a secondee.

Joanne is a native Mandarin and Cantonese speaker and speaks fluent English.

- Intellectual Property and Technology

Chinese (Cantonese)

Chinese (Mandarin)

English

## LANGUAGES SPOKEN

- Chinese (Cantonese)
- Chinese (Mandarin)
- English

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## Professional Qualifications

- Attorney-at-law admitted with the Supreme Court of New York

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## Education

- New York University, LLM, 2009
- Renmin University of China, LLB, 2008

## Memberships

- New York State Bar Association

## INSIGHTS

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### Publications

#### **Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China**

September 2021

For many companies, China is an essential piece of their business, but they may never sell a single product to a Chinese company or consumer. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

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#### **Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China**

6 August 2021

Law à la Mode

For many companies, China is essential to business, but they may never sell a single product to a Chinese company or consumer. For those companies, China is the source of their manufacturing and products, even if a Chinese consumer never purchases the goods. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

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