



## **Rong (Estella) Chen**

*Beijing, Shanghai*

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### **PRACTICE AREAS**

- Intellectual property
- Dispute resolution
- Mergers and acquisitions
- Foreign direct investment

### **PROFESSIONAL EXPERIENCE**

Ms. Chen has practiced law in China more than 20 years and has profound research and legal practice experience, both in intellectual property law and corporate law. Ms. Chen's practice focuses on IP prosecution, licensing and transactions, litigation and dispute resolution re trademark, copyright, trade secret, and unfair competition.

Ms. Chen has extensive experience in serving both multinational and domestic clients in a wide range of fields. She has led the representation in some court cases which have been ranked as Top 10 typical cases by the High Courts. She has also successfully assisted leading companies to obtain "well-known trademark" protection for their trademarks and high damages.

Ms. Chen is dedicated to providing top-quality legal services in non-contentious IP matters including strategic protection of IP portfolios, prosecution and enforcement of IP rights, acquisition, transfer, use and licensing of IP assets, drafts and reviews of IP contracts, and advertising compliance.

Ms. Chen also handles other commercial disputes, foreign investment disputes, equity and asset transfers, state-owned asset disposal transactions, and advising clients on operational matters.

Ms. Chen has very strong personal abilities and a keen sense of responsibility, which has earned her high praise from her clients. She has provided IP services to famous brands such as Coca-Cola, L'Oréal, Dairy Queen, traditional multinational companies such as General Motors, Walmart, and Hyundai, Investment Fund such as Goldman Sachs, Allianz, Baillie Gifford, as well as TMT giants such as TikTok, Ali, Tencent, and Baidu.

Ms. Chen has been recognized for her outstanding legal work as China Top 15 Female Lawyers (2015) by Asian Legal Business and China Top 15 intellectual property Lawyers (2016) by Asian Legal Business, and has been recommended for intellectual property (2019, 2023, 2024) by The Legal 500 Asia Pacific. Ms. Chen was named to the 2018 list of 1000 foreign-related legal case experts of the PRC Ministry of Justice, and the 2020 List of Foreign-related Legal Case Experts by the Beijing Lawyers Association.

## **EDUCATION**

Chicago-Kent College of Law, LL.M. (2005); Peking University, LL.B. (Intellectual Property Law) (1996), B.S. (Applied Chemistry) (1995).

## **QUALIFICATIONS**

Member of the PRC Bar

Member of the PRC Patent Bar

## **HONORS AND AWARDS**

Named by the Beijing Lawyers Association to its 2020 list of foreign-related legal case experts

Named to 2018 list of 1000 foreign-related legal case experts of the PRC Ministry of Justice

Recommended Lawyer in intellectual property (The Legal 500 Asia Pacific, 2023-2024)

Recommended Lawyer in intellectual property (The Legal 500 Asia Pacific, 2022-2023)

Recommended Lawyer in intellectual property (The Legal 500 Asia Pacific, 2018-2019)

Top 15 intellectual property Lawyers (ALB, 2016)

Top 15 Female Lawyers (ALB, 2015)

## **SOCIAL RESPONSIBILITIES**

Member of the Committee on Digital Economy and Artificial Intelligence of the Beijing Lawyers Association

Deputy Director of the Trademark Law Professional Committee of the Beijing Lawyers Association

Member of the Legislative Committee of the China National Democratic Construction Association in Beijing Dong Cheng District

## **WORKING LANGUAGES**

Chinese, English



## 陈容

北京、上海

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### 业务领域

- 知识产权
- 争议解决
- 兼并和收购
- 外商直接投资

### 工作经历

陈容律师有超过 20 年法律从业经验，对于知识产权及公司法律有深刻的研究和丰富的实践，专长知识产权、诉讼和争议解决、并购和公司实务、外商投资等，尤其擅长处理互联网企业、技术企业、文化传媒企业的运作和知识产权保护。

陈律师在多个领域为跨国和国内客户提供服务方面拥有丰富的经验。其代表案例多次入选法院知识产权司法保护十大典型案例、商标评审典型案例。她还曾成功协助多个知名企业获得商标驰名商标保护和高额损害赔偿。

陈律师致力于在争议和非争议的知识产权事务中提供高质量的法律服务，包括商标、专利、版权、商业秘密、不正当竞争的诉讼和争议解决；知识产权组合的战略保护，知识产权资产的获取、转让、使用和许可，知识产权合同的起草和审查、以及广告合规，知识产权交易和尽职调查；商标专利申请，商标无效、异议、复审和专利无效等行政程序。

陈律师还提供其他商事争议解决方案；处理外商投资法律纠纷；进行股权和资产收购；处理国有产权交易事项；针对企业的日常运营事项提供咨询服务。

陈律师个人能力和责任心均很强，赢得了客户的高度评价。曾为可口可乐、欧莱雅、Dairy Queen 等知名品牌，通用汽车、沃尔玛、现代等传统跨国公司，高盛、安联、Baillie Gifford 等投资基金，以及抖音、阿里、腾讯、百度等 TMT 巨头提供知识产权服务。

陈律师因其出色的法律工作被《亚洲法律商业》评为“2015 年度中国 15 位最佳女律师”和《亚洲法律商业》“2016 年度中国最佳 15 位知识产权律师”，并被《亚太法律 500 强》在 2019 年、2023 年、2024 年三个年度均推荐为知识产权上榜律师。陈律师入选 2018 年中华人民共和国司法部 1000 名涉外法律专家人才库和北京市律师协会 2020 年涉外法律专家人才库。

### 教育背景

陈容律师毕业于北京大学技术物理系(应用化学专业)和北京大学法律系(知识产权法专业)，并获得美国芝加哥肯特法学院 (Chicago-Kent College of Law) 法学硕士学位。

### 执业资格

中华人民共和国律师执业资格  
中华人民共和国专利代理执业资格

### **荣誉与奖项**

2020 年入选北京市律师协会涉外律师人才库  
2018 年入选中华人民共和国司法部全国千名涉外律师人才库  
知识产权推荐律师（亚太法律服务五百强，2023-2024）  
知识产权推荐律师（亚太法律服务五百强，2022-2023）  
知识产权推荐律师（亚太法律服务五百强，2018-2019）  
中国 15 佳知识产权律师（亚洲法律事务，2016）  
中国最佳女律师（亚洲法律事务，2015）

### **社会任职**

北京市律师协会数字经济人工智能专业委员会委员  
商标法律专业委员会副主任  
北京市律师协会律师面试考官  
中国民主建国会北京市东城区法制委员会委员

### **工作语言**

中文、英文