

## **ANDY ZHU**

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### **PRACTICE AREAS**

MR. ZHU SPECIALIZES IN IP LITIGATION, INCLUDING COPYRIGHT, TRADEMARK, TRADE SECRET AND OTHER UNFAIR COMPETITION LITIGATION MATTERS. HIS MAIN PRACTICE AREA ALSO COVERS IP TRANSACTIONS AND GENERAL COMMERCIAL DISPUTE RESOLUTION.

### **REPRESENTATIVE MATTERS AND CASES**

Media, entertainment and sports

- Representing Alibaba Group's browser, search engine and net disk service providers before various courts in Shanghai, Tianjin, Chongqing, Zhejiang, Jiangsu, Guangdong and Jilin in defending against more than 20 copyright infringement and unfair competition disputes involving internet literature, variety shows, online drama and TV series, with disputes concerning technologies such as search engine algorithms, text transcoding, cloud storage, consolidated storage, and video processing
- Represented Moonton, a Shanghai-based video game company, in intricate copyright and unfair competition lawsuits and countersuits with Tencent and Riot Games lasting over six years and involving multiple jurisdictions such as China, the US, Japan, South Korea, Thailand and Indonesia
- Acted for Tsuburaya Productions in copyright infringement and unfair competition actions against its licensees in China over their use of Tsuburaya Productions' "Ultraman" films and characters in films, stage plays, NFT digital collections, picture albums and theme parks
- Represented Lingxi Games, a leading digital interactive entertainment service provider under Alibaba Group, as plaintiff in a copyright infringement and unfair competition lawsuit against imitators of its IP-protected gaming rules
- Represented Qihoo 360 in IP disputes concerning the online use of

photographs from FIBA (Fédération Internationale de Basketball) games

#### Trademark

- Represented Klüber, a leading German chemical company, in a trademark infringement criminal proceeding and a civil lawsuit against its distributor for repackaging and sub-packaging activities (named a "Top 10 Most Research-valuable IP Judgment in China", 2021, and as a "Model Shanghai Court Case for Strengthening Intellectual Property Protection", 2021)
- Represented and advised Nordson, a US manufacturer of precision spraying equipment, in handling trademark registrations, invalidations, cancellations, administrative litigations and enforcement matters in China, including two administrative retrials of review of refusal for trademark registrations before the PRC Supreme Court
- Acted as PRC counsel for several global clothing brands in brand protection and anti-counterfeiting matters in China and successfully deterred infringement by sending lawyer letters, filing civil litigation and filing platform complaints
- Acted as right holder's counsel in several lawsuits involving the recognition of well-known trademarks

#### Science, technology and trade secrets

- Assisting a leading global gas chromatography instrumentation company in handling civil litigation and administrative complaints against former employees in disputes relating to trade secrets, computer software copyright and patents in China.

#### Other matters

- Represented Aedas, an architectural design firm headquartered in the UK, in successfully obtaining compensation and an injunction in a copyright infringement and unfair competition lawsuit against a competitor that used Aedas design renderings without authorization in bidding activities
- Acted as counsel in several trade defamation cases before various courts in China
- Advised multiple enterprises on IP compliance, included associating with local lawyers to assist a domestic game company in handling its international compliance matters for its game in countries and regions such as Malaysia and the Philippines
- Advised on IP due diligence work in industries such as biopharmaceuticals, high-end manufacturing, software development, security, and music

copyright

- Advised, in association with local lawyers, a domestic alloy manufacturer on disputes related to share transfer, company operations, and loans in Quebec, Canada

## **OTHER INFORMATION**

### **Education**

- Zhejiang University, Guanghua School of Law, LL.M.
- Zhejiang University, Guanghua School of Law & Chu Kechen Honors College, LL.B.

### **Professional Qualification**

- Admitted to practice in the PRC
- Certified AIGP (Artificial Intelligence Governance Professional) of IAPP (International Association of Privacy Professionals)

### **Work Language**

- Chinese
- English

### **Professional Background**

Mr. Zhu joined Fangda in July 2018.