

## **AABANY 2025 Fall Conference**

### **Emerging Trends in Intellectual Property Infringement - U.S. and China**

New York Law School

Saturday, September 27th, 2025

9:00 AM - 10:30 AM

#### **Speakers**

Marjorie Ouyang, Founding partner, Valley & Summit Law

Wendy (Wen-Hsien) Cheng, Partner, China Brands

Chunmeng Yang, Of Counsel, Quinn Emanuel, Seattle Office

#### **Moderator**

Lijun Zhang, Litigator, White & Case LLP

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**Program Length: 90 Minutes**

#### **PROGRAM AGENDA**

9:00 - 9:05 am	Welcome & Introduction (Lijun Zhang)
9:05 - 9:15 am	Set the table: IP 101 (Chunmeng Yang) <ul style="list-style-type: none"><li>• Introduction to patent infringement law</li><li>• Introduction to trademark infringement law</li></ul>
9:15 - 9:30 am	Trademark registration strategy, using Labubu as an example (Wendy Cheng) <ul style="list-style-type: none"><li>• Proactive, multi-layered IP protection</li><li>• Strategic international registration and enforcement</li><li>• Active enforcement and monitoring</li></ul>
9:30 - 9:45 am	Trademark enforcement in the U.S.: takedown, litigation, and defense (Marjorie Ouyang) <ul style="list-style-type: none"><li>• The Campaign Against Baseless Claims and Malicious Interference of Business Relations</li><li>• The Wrongful Seizure Limitations in TRO</li><li>• The Defenses to Alleged Intellectual Property Infringement</li></ul>
9:45 - 10:00 am	Patent enforcement in the U.S.: IP litigation and IPR proceedings (Chunmeng Yang) <ul style="list-style-type: none"><li>• Foundation of patent rights</li><li>• Two primary venues</li><li>• The America Invents Act (AIA)</li></ul>
10:00 - 10:20 am	Enforcement actions in Greater China (Wendy Cheng) <ul style="list-style-type: none"><li>• Enforcement strategies: six options</li><li>• Introducing Major E-Commerce Platforms in China: Step-by-Step Enforcement Process</li><li>• Recommendations &amp; Strategic Takeaways</li><li>• Custom Seizure/Training</li><li>• Administration Complaint &amp; Criminal Action</li></ul>
10:20 - 10:30 am	Q&A

#### **NY CLE Credit**

1.5 Areas of Professional Practice  
(Transitional and non-transitional)

## **Faculty Biography**

### **Wendy Cheng**

#### **Partner, Kilpatrick Townsend & Stockton LLP**

Wendy (Wen-Hsien) Cheng is partner in the China Brands team based in our New York office. She advises and manages clients' global trademark portfolios and prepares IP protection strategy for a wide range of businesses, including but not limited to, FORTUNE 100 technology companies, a FORTUNE 500 LED manufacturer, a leading hospitality brand, high-end luxury apparel brands, financial institutions, national universities, entertainment companies, and biotechnology companies. She focuses her practice on international trademark and copyright matters, including trademark clearance, brand counseling, trademark prosecution and contested proceedings, anti-counterfeiting, dispute resolution, and litigation, with a specific focus on Greater China, but also including other Asian countries.

Wendy was recognized as a New York "Rising Star" in 2014, 2015, 2016, 2019 and 2020 for Intellectual Property by Super Lawyers magazine. She was also recognized in 2022 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by The Best Lawyers in America®. Wendy was named a "Trademark Leader" in 2023 and 2024 by World IP Review.

Wendy was born and raised in Taiwan and received legal education in both Taiwan and the United States. She is fluent in both English and Chinese. She loves to travel and has visited more than 20 countries worldwide. The diverse background of Wendy allows her to have a great understanding with respect to the differences between Eastern and Western business cultures and provide seamless opinions and recommendations to U.S.-based clients.

Wendy received B.A. in Law and Social Welfare from National Chung Cheng University and LL.M. from American University, Washington College of Law.

### **Marjorie Ouyang**

#### **Founding partner, Valley & Summit Law**

Marjorie Ouyang, the founding partner of Valley & Summit Law, is a passionate litigator who is devoted to master problem-solving and creative thinking. Ms. Ouyang, with clients' authorization, is never afraid of trying innovative strategies that generally result in surprisingly successful resolution of the cases. Specifically, in the areas of IP litigation, Ms. Ouyang started her IP practice by helping cross-border e-commerce stores defend draconian IP lawsuits. Over the years, Ms. Ouyang accumulated abundant experience in the fun area of IP litigation. She has defended copyrights and deterred infringers as she won large judgments and obtained satisfactory settlements. In addition to cross-border dispute resolution, Ms. Ouyang also handles musical and literary copyright litigation, gaming-elements related IP litigation, trademark litigation, and design patents litigation.

Her successful cases include:

- (1) Instead of taking defense, Ms. Ouyang designed offense strategies that resulted in Preliminary Injunction Awards for clients who were the victims of IP claims filed on e-commerce platforms.
- (2) Ms. Ouyang used motion practices for defendants in Schedule A TRO cases, and successfully dissolved TROs and Preliminary Injunction Orders, gaining clients much favorable positions in settlements.
- (3) Ms. Ouyang used creative contract theories to fend off copyright infringement lawsuits involving agencies.

**Chunmeng Yang**  
**Of Counsel, Quinn Emanuel, Seattle Office**

Chunmeng Yang is Of Counsel in Quinn Emanuel's Seattle office. Chunmeng's practice focuses on complex intellectual property disputes at every stage of litigation, from pre-dispute counseling through trial and appeal. She has extensive experience litigating intellectual property and technology-related disputes, particularly involving patents, copyrights, and trade secrets, and the intersection of intellectual property law with other areas of law, such as antitrust and competition law. She has also regularly advised Asia-based clients on cross-border disputes and intellectual property issues surrounding imported goods, including 337 investigations.

Chunmeng's intellectual property practice spans a range of different technologies across multiple spheres of engineering, including cellular and wireless communication chips, lithium-ion batteries, mobile devices, video and security cameras, and LEDs. In addition to litigation advice and representation, Chunmeng also provides pre-suit consultation to assist companies in assessing the strength of their patent portfolio and to evaluate potential litigation risks for new products.

Chunmeng received B.A from Princeton University and JD from Columbia Law School.

**Lijun Zhang**  
**Litigator, White & Case LLP**

Lijun Zhang is a litigator at White & Case LLP, where he represents companies in complex civil trial and appellate matters across the technology, pharmaceutical, financial services, and energy industries. He earned his J.D. from Georgetown University Law Center and clerked for Judge Carlos T. Bea of the U.S. Court of Appeals for the Ninth Circuit. Before law school, Lijun received a B.S. in Economics and Finance from Tsinghua University in China and spent three years in China working as a management consultant.

## References and Resources

- *HPI Health Care Servs., Inc. v. Mt. Vernon Hosp., Inc.*, 131 Ill. 2d 145, 154-55 (1989).
- *Dowd & Dowd, Ltd. v. Gleason*, 181 Ill. 2d 460, 483-84 (1998)
- *Voyles v. Sandia Mortg. Corp.*, 196 Ill. 2d 288, 300-01 (2001)
- *Chicago's Pizza, Inc. v. Chicago's Pizza Franchise Ltd. USA*, 384 Ill. App. 3d 849, 863 (2008)
- *Empire Indus., Inc. v. Winslyn Indus., LLC*, 327 F. Supp. 3d 1101, 1116 (N.D. Ill. 2018)
- *Graham v. John Deere Co.*, 383 U.S. 1 (1966)
- *Baker v. Selden*, 101 U.S. 99, 25 L. Ed. 841, 11 Otto 99 (U.S. Jan. 19, 1880)
- *AMF Inc. v. Sleekcraft Boats*, 599 F.2d 341 (9th Cir. 1979)