

Lihui ZHAO Partner

Intellectual Property | Dispute Resolution Antitrust and Competition



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Lihui Zhao is the lead partner of the Intellectual Property Department of Merits & Tree Law Offices. Prior to joining M&T, Mr. Zhao worked in the Bankruptcy and Liquidation Division of the Second Intermediate People's Court of Beijing Municipality for 6 years, handling over 600 intellectual property cases, 2 of which were included in the 50 Typical Intellectual Property Cases of Chinese Courts in 2012. Mr. Zhao also worked at JUN HE Law Offices, Fangda Partners, and other Chinese law offices for 5 years and participated in many major intellectual property litigation cases.

Mr. Zhao's main practice areas are intellectual property and dispute resolution. Mr. Zhao has 15 years of judicial trial and lawyer experience in patent rights, trademarks, copyrights, unfair competition, technology contracts, and other fields. Mr. Zhao has dual experience in both courts and law offices and can provide clients with creative litigation strategies from multiple perspectives. Mr. Zhao is good at planning solutions for complicated cases and has represented well-known domestic enterprises in litigation cases, such as ByteDance, Xiaomi, Jingdong, Taikang, Gree, Qichacha, etc.

Achievements

💡 Patent and Trademark Cases

- Acting for Gree Electric Appliance, Inc. to sue AUX in patent infringement series and patent invalidation cases, successfully defending in the invalidation procedure, maintaining the validity of the patent, and finally winning a successful judgment of 8.4 million yuan in the final instance in the Supreme Court (the case was selected as "Commercial Law" Outstanding Transaction in 2021);
- Acting for Happy Elements Company in the game product patent infringement case and the invalid patent case of the other party, by

filing the invalid patent of the other party, prompting the other party to withdraw the lawsuit;

- Acting for the Institute of Mechanics of the Chinese Academy of Sciences in the patent infringement case and winning the final lawsuit by countering the patent ownership case;
- Acting for Xiaomi Corporation to respond to the application for retrial of the trademark infringement and unfair competition dispute filed by Zhongshan Povos Appliances Co., Ltd. at the Supreme Court, and successfully maintaining the 50 million damages awarded by the court of second instance;
- Acting for Taikang Insurance to deal with the application for retrial of the trademark infringement and unfair competition dispute filed by Yibao Company in Beijing High Court, and successfully maintaining the compensation of 6 million yuan of the second instance court;
- Acting for Xinpai Media Group Co., Ltd. in a series of trademark infringement disputes over the TV series “The Untamed”;
- Handling the complaint case of Open Education App, quickly restoring the App listing in the Apple App Store, and recovering the Class 9 “Open” trademark registered by the other party without compensation.

Copyright and Unfair Competition Cases

- Acting for Epnet Company in the case of a computer software copyright dispute and winning a decisive victory in the Supreme Court;
- Acting for Shanghai Maple Entertainment Co., Ltd. in a dispute over copyright infringement and unfair competition with Perfect World (Beijing) Software Technology Development Co., Ltd.;
- Acting for Cheetah to sue Elex and other game in copyright infringement cases, and successfully facilitating the settlement of the case in the form of damages for infringement by the opposing party;
- Acting for a New Media Company in a copyright license contract dispute, successfully reducing the amount of compensation to less than 1% of the amount claimed by the plaintiff;
- Acting for the ZCOOL Network to sue Huban Network in an unfair competition dispute case, the first instance was awarded 5 million yuan (the case is the first case of unfair competition in the picture capture category, which is the highest compensation case in the big data capture category at that time);
- Acting for Toutiao and Ifeng Network in unfair competition series cases;
- Acting for Jingdong to sue “Tao Helper” in a software traffic hijacking unfair competition dispute, and the first and second trials were won;
- Acting for Qichacha in an advertising language unfair competition dispute with Tianyancha;
- Acting for Sogou Company in traffic hijacking unfair competition series cases with Qihoo Company;
- Acting for ZCOOL in a bidding ranking unfair competition case, and successfully facilitating the other party to withdraw the suit;
- Acting for Cheetah Browser in an advertising filtering unfair competition case, and successfully facilitating the settlement of the two sides.

Contracts and Other Disputes

- Acting for SUP Limited in a technical development contract dispute Shenglong Company Success Dragon Company in the Supreme Court;
- Acting for Taibang Biological's subsidiary company in a development contract dispute;
- Acting for Sogou in a contract dispute, and successfully reducing the amount of more than 20 million yuan to the actual compensation of 2 million yuan;
- Acting for China Minsheng Bank in a series of disputes over Antarctic tourism contracts, all of which were won;
- Acting for Sogou Technology Company in a reputation rights protection case, and successfully obtaining a successful judgment;
- Acting for Tuqu Network in a “Ge You-esque lying” portrait rights dispute.

Honors

- 🏆 2023-2025 The Legal 500 Intellectual property: PRC firms - Recommended Lawyer
- 🏆 2023-2024 IP Stars - Patent star
- 🏆 2023-2024 IP Stars - Trade mark star
- 🏆 2023 LEGALBAND Power List: Top 15 IP Lawyers
- 🏆 2020 LEGALBAND Client Choice: Top 15 IP Versatile Practitioners
- 🏆 2023 IPHOUSE & IP Power Top 50 IP Lawyers China - 4th Edition
- 🏆 2021 IPHOUSE & IP Power Top 50 IP Lawyers China - 3th Edition

Social Positions

- Vice Director of the 12th Beijing Bar Association's Trademark Law Committee
- Deputy Director of the Intellectual Property Business Research Association, Dongcheng District, Beijing Bar Association

Education

LL.M. in Intellectual Property Law, Peking University

B.E. in Chemical Engineering and B.A. in English, Dalian University of Technology

Admissions

- PRC Bar
- CNIPA Patent Agent

Language

Chinese、English

