



BROAD & BRIGHT  
世澤律師事務所



**Wency YU**

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## Background and Experience

Ms. Yu earned an LLM degree (specialized in intellectual property law) from Stanford Law School, a JD degree from the Chinese University of Hong Kong, and a B.A. degree from Peking University.

Ms. Yu worked at Baker & McKenzie's Beijing office as an IP associate from 2008 to 2016, and at LexField as a partner from 2018 to 2020. Earlier in her career, she worked at Jeekai & Partners and Toyota China, and had internship at Ladas & Parry's New York office and the IP department of NTT DoCoMo's Tokyo headquarter. Ms. Yu joined Broad & Bright in 2020.

## Practice Areas

Ms. Yu has 11+ years of experience on contentious and non-contentious intellectual property matters, with particular emphasis on trademark, copyright, domain name, design and unfair competition matters. She has extensive experience on trademark portfolio management, brand protection, IP litigation, strategic IP counselling, IP assignment and licensing.

Ms. Yu has handled thousands of China IP cases. She represented many Fortune 500 companies in a broad range of industry sectors, such as technology, automotive, entertainment and fashion. She is able to provide legal services in three languages (Chinese, English and Japanese). She is ranked in WTR 1000 as a leading trademark professional in China in 2020.

## Qualifications

National bar of China

State bar of New York

## Languages

Chinese, English, Japanese