

DIXON ZHANG

Partner

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PRACTICE AREAS

MR. ZHANG SPECIALIZES IN IPR LITIGATION MATTERS, INCLUDING PATENT, TRADE SECRET, TRADEMARK, COPYRIGHT, UNFAIR COMPETITION AND ANTITRUST. HE ALSO SPECIALIZES IN IPR LICENSING MATTERS.

REPRESENTATIVE MATTERS AND CASES

Patent

- Represented Aonuo Pharmaceutical Co., Ltd in a retrial heard by the Supreme People's Court in an invention patent infringement case brought by Hubei Wushi Pharmaceuticals Co., Ltd.
- Represented Texas Instrument to successfully invalidate an invention patent asserted by the plaintiff in a parallel patent infringement case heard by Shenzhen Intermediate People's Court
- Represented Kennametal in a patent infringement dispute against Sandvik concerning coating technologies before the Shanghai No.1 Intermediate People's Court, as a part of the global patent litigation between the two companies. The parties reached a global settlement in February 2013
- Represented Sony Corporation in defending against claims of patent infringement concerning the MP3 player technology. The case was withdrawn by the plaintiff- patentee after the Patent Reexamination Board invalidated several claims of the asserted patent
- Represented Nokia Corporation to win a design patent infringement case against Shenzhen Telsda Telecommunication Industrial Co., Ltd before the Beijing No.2 Intermediate People's Court
- Represented Apple Inc. in multiple patent infringement cases

Trade Secret

- Represented Ineos Group in series of trade secret cases against a local Chinese State-owned enterprises for trade secret misappropriation covering the entire production process for certain chemical product
- Represented General Electric Company to obtain preliminary injunction against one of its former employees for misappropriating the relevant trade secret technologies
- Represented PepsiCo to successfully defend a trade secret infringement case brought by one of its former Chinese business partners before the Chongqing No. 5 Intermediate People's Court
- The case was selected by the Supreme People's Court as one of the "2010 Top 10 IP Cases in China"
- Represented Shanghai Dangdang Electronic Technology Inc. in a successful Supreme People's Court retrial Petition for trade secret infringement

Trademark

- Represented the basketball legend Mr. Michael Jordan in a series of litigation against Qiaodan Sports Company for its registration of Mr. Jordan's name as company name and trademarks before the Supreme People's Court
- Represented Tesla Motors, Inc. to successfully recover the right to use "Tesla" trademark in China against the trademark squatter that registered the same trademark
- Represented Yi Jian-Lian, a famous NBA basketball superstar to successfully cancel the trademark "Yi Jian-Lian" that was registered by Fujian Jinjiang Yi Jian-Lian Sport Co., Ltd. This case was ranked as one of the Top 10 IP cases by Beijing High People's Court in 2010
- Represented Louis Vuitton in a landmark "vendor's strict liability" trademark infringement case against Carrefour in Shanghai. The case was selected by the Supreme People's Court as one of the top 10 IP Cases
- Represented The North Face Apparel Corp. in winning a landmark "landlord liability" trademark infringement case against Beijing Silk Market before the Beijing No. 2 Intermediate People's Court and Beijing High People's Court

Copyright

- Represented Apple Inc. to defend in multiple copyright infringement cases concerning the online platform liability of "App Store"

- Represented Bandai Co., Ltd in winning 41 collective “GUNDAM” and “Three Kingdoms” copyright infringement cases against Guangdong Hong Li Electronic Toys Industrial Co., Ltd before Beijing No. 1 Intermediate People’s Court. This case was ranked as one of the Top 10 IP cases by Beijing High People’s Court in 2010
- Represented Symantec Corporation to sue Mark Ma and his criminal syndicates for manufacturing and distributing pirated software following the famous China- US joint law enforcement action code-named Winter Solstice. The case was heralded as the largest ever computer software piracy case in the world when it was decided

Unfair Competition

- Represented Metso Group in unfair competition cases (false advertisement) against local competitors and won the maximum amount of statutory damages at Shanghai Pudong New Area District Court
- Represented Tesla Motors, Inc. in unfair competition cases (false advertisement and misappropriation of trade name) against the trademark squatter at Beijing IP Court
- Represented Shangri-La International in winning an unfair competition (trade name, trade dress and misrepresentation) and trademark infringement case against Lianyungang Xiang Xie Er Hotel Co., Ltd before the Nanjing Intermediate People’s Court
- Represented Louis Vuitton in an unfair competition case against Shanghai Xingui Real Property Development Co., Ltd before the Shanghai No. 2 Intermediate People’s Court

Antitrust

- Represented Vringo in defending an anti-trust litigation concerning SEP licensing brought by ZTE before Shenzhen Intermediate People’s Court
- Advised a leading Chinese PC manufacturer in an anti-monopoly dispute concerning the legality of a proposed licensing scheme and the amount of royalties chargeable for the right to use certain international standards

Licensing

- Represented an SEP owner in negotiation with Xiaomi for licensing of 3G and 4G mobile telecommunication technologies
- Represented TCL in negotiating technologies licensing transaction with a LCD manufacturer in Japan

- Advised an American company on forming an offshore JV to acquire control of existing real estate company and develop, operate, and sell the project under this company

OTHER INFORMATION

Education

- Fudan University School of Law, LL.B., 1992

Professional Qualification

- Admitted to practice in the PRC (1997)

Publications

- He speaks frequently on IP protection and antitrust issues, and he is a co-author of the treatise Intellectual Property Rights in China (Westlaw, Business Laws of China, 2011).

Honors and Awards

In the area of intellectual property, Mr. Zhang has constantly been ranked as:

- “Band 1” and “Eminent Practitioner” by Chambers.
- “Leading Lawyer” by Asia Law.
- “World’s Leading Trademark Profession” by World Trademark Review.

Professional Background

Mr. Zhang joined Fangda as a partner in 2001. Prior to joining the firm, he worked at a major Chinese firm and an international firm respectively.