



SU Zhifu

Senior Consultant

Languages: English, Mandarin

Practices: IP Litigation

☎ +86(21)22261231

✉ suzhifu@huizhonglaw.com

📍 Shanghai

Profile

Head of Intellectual Property Dispute Resolution at Hui Zhong Law Firm, Researcher at the Research Center for Intangible Assets Management, China University of Political Science and Law, Graduate Tutor at Communication University of China, Executive Director of the China Copyright Association, Expert Consultant of the China Trademark Association. Previously served as the Chief Judge of the Intellectual Property Division of the Beijing Higher People's Court, and has received honors such as the 1st Beijing Model Judge and the 1st Beijing Court Trial Role Model. With nearly two decades of experience in intellectual property litigation practice and theoretical research, he has handled approximately 6,000 intellectual property cases. Currently, the legal team he leads specializes in intellectual property dispute resolution services, excels in handling complex intellectual property litigation, and focuses on building intellectual property and trade secret protection systems for enterprises as well as preventing infringement risks. The team now serves several large central state-owned enterprises and well-known listed companies.

Professional Qualifications

- PRC Bar

Educational Background

2019-Present China University of Political Science and Law PhD candidate

2003-2005 Renmin University of China LL.M.

1999-2003 China Youth University of Political Studies LL.B.

Professional Experience

Aug 2023-Present Shanghai Yunzheng Law Firm, Senior Consultant

Mar 2021-Jul 2023 Beijing Tiantong (Shanghai) Law Firm, Senior Consultant

Aug 2015-Mar 2021 Beijing High People's Court, Intellectual Property Tribunal Judge, Presiding Judge

Aug 2008-Aug 2015 Chaoyang Primary People's Court, Beijing, Intellectual Property Tribunal Judge Assistant

Memberships & Affiliations

- Center for Intangible Asset Management, China University of Political Science and Law, Researcher

- China Copyright Association, Standing Director
- China Trademark Association, Expert Advisor
- Copyright Committee, Beijing Intellectual Property Research Association, Deputy Director
- Beijing Jingcheng Intellectual Property Research Institute, Expert Advisor
- Beijing Cultural and Entertainment Law Society, Council Member
- Communication University of China, Graduate Supervisor
- Beijing University of Chemical Technology, Graduate Supervisor
- China Copyright Association, Standing Director

Representative Cases

Representative Cases Handled During Tenure as a Judge

- Sina Corporation v. Tianying Jiuzhou Company et al. Copyright Infringement Retrial Case (Known as the “first case of live sports broadcasting in China,” 2020 Beijing Courts Top 10 Intellectual Property Cases).
- “Tales of Swordsman” Game Adaptation Rights and Unfair Competition Case (2019 China Courts Top 10 Intellectual Property Cases, 2019 Beijing Courts Top 10 Intellectual Property Cases).
- “Landwind Off-Road Vehicle” Patent Invalidity Declaration Administrative Litigation Case (2018 China Courts Top 10 Intellectual Property Cases, 2018 Beijing Courts Top 10 Intellectual Property Cases).
- “Di Di Di Di Di Di” Sound Trademark Application Rejection Review Case (2018 China Courts 50 Typical Cases, 2018 Beijing Courts Top 10 Intellectual Property Cases).
- “Evergrande” Trademark Revocation Review Case (2017 Beijing Courts Top 10 Intellectual Property Cases).
- “Method for Making Ancient Building Color Paintings” Invention Patent Infringement Case (2017 Beijing Courts Top 10 Innovative Intellectual Property Cases).
- “Lao Gan Ma” Trademark Infringement and Unfair Competition Dispute Case (2017 Annual Top 10 Judicial Protection of Intellectual Property Cases, Recognizing “Lao Gan Ma” as a Well-Known Trademark).
- Panasonic “Beauty Device” Patent Infringement Case (2016 Annual China Courts Top 10 Intellectual Property Cases, 2016 Beijing Courts Top 10 Intellectual Property Cases).
- “Joy City” Trademark Rights and Unfair Competition Case (2013 Beijing Courts Top 10 Intellectual Property Cases).
- Photographer v. Oil Painter “Oil Painting Adaptation” Infringement Case (2012 Annual China Courts 50 Typical Cases, 2012 Beijing Courts Top 10 Intellectual Property Cases).
- “360 Privacy Protector” Unfair Competition Case (First “3Q War” Case, 2011 China Courts Top 10 Intellectual Property Cases, 2011 Beijing Courts Top 10 Intellectual Property Cases).
- Master’s and Doctoral Thesis Database Copyright Case (2008 Beijing Courts Top 10 Intellectual Property Cases).

Representative Cases Handled While Leading Team Members

- Represented Douyin Company and Weibo Shijie Company in handling a dispute with competitors regarding infringement of technical secrets (Litigation amount exceeding RMB 200 million, obtained complete victory in first instance).
- Represented China Tianchen in handling a series of patent ownership disputes with partners (Heard by the Supreme People’s Court, victory in second instance).
- Represented Novozymes Company in handling a retrial case for invention patent invalidity dispute with competitors and the National Intellectual Property Administration (Heard by the Supreme People’s Court, victory in retrial).

- Represented Ninebot Intelligent Technology Company in handling an administrative dispute over design patents with competitors (Heard by the Supreme People's Court, victory in second instance).
- Represented Golden Milky Way Intelligent Equipment Co., Ltd. in handling patent infringement disputes and malicious intellectual property infringement lawsuits with competitors (Heard by the Supreme People's Court, victory in second instance).
- Represented CNKI in handling an infringement of information network dissemination rights dispute case, obtaining a reversed victory in second instance at the Hunan High People's Court (The case was selected as one of the 2023 Hunan High Court Top 10 Typical Intellectual Property Cases).
- Assisted CNKI throughout in handling antitrust copyright rectification matters and represented CNKI in handling major copyright dispute series cases in multiple courts (All copyright dispute cases resulted in victories).
- Represented PetroChina North China Oilfield Company in handling an infringement of information network dissemination rights dispute case (Obtained victory).
- Represented 37 Interactive Entertainment Company et al. in handling copyright infringement and unfair competition disputes with competitors (Obtained victory).
- Represented Fan Deng Reading in handling a series of cases for infringement of information network dissemination rights and trademark revocation review administrative disputes (Obtained victory in first instance).
- Represented Douyin Company in handling a series of infringement of information network dissemination rights disputes with long-video platforms (Reduced damages for the client by RMB 790 million).
- Represented Qingjiu Company in handling a series of administrative disputes over trademark invalidity declarations with competitors (Obtained Supreme Court retrial and victory),
- Represented Warrior Shoes Company in handling a trademark invalidity administrative dispute with competitors (Obtained victory).
- Represented Camel Company in handling a store decoration unfair competition dispute with competitors (Obtained victory by overturning previous judgment).
- Represented Lingxi Interactive Entertainment in handling trademark infringement and unfair competition disputes with competitors (Obtained victory).
- Represented Xiaohongshu Company in handling an unfair competition dispute with competitors (Selected as one of the 2023 Annual China Courts 50 Typical Intellectual Property Cases).
- Hunan Certain Software Company v. Certain Social Platform Abuse of Market Dominance Dispute Case (The first domestic data antitrust dispute case).

Articles and Publications

- April 2022, "Interpretation of the Principles of Copyright Law and Judicial Practice," published by Law Press.
- 2022, "Path Selection and Rule Construction for Commercial Data Protection in the Data factor era," published in "Information and Communication Technology and Policy," Issue 6.
- 2021, "Analysis of the Punitive Damages System for Copyright and Its Applicable Conditions," published in "Copyright Theory and Practice," Issue 12.
- 2021, "On the Objectives, Positioning, and Judicial Application of China's Intellectual Property Punitive Damages System," published in the Supreme People's Court's "China Applied Jurisprudence," Issue 1.
- 2020, "Research on Standard Essential Patents FRAND Declarations and Issues of Injunctions and Rates," published in "China Applied Jurisprudence," Issue 2.
- 2020, "Judgment Thinking and Logical Development of the Adapting Behavior of Using Elements from Others' Works—Starting from the 'Wuxia Q-Transmit Game' infringement of adaptation rights and unfair competition case," published in "Law Application," Issue 18.
- 2020, "Dilemmas and Countermeasures in the Protection of GUI Design Patents," published in "China Intellectual Property Magazine," Issues 3-4.

- 2019, "Examination and Determination of Formal Requirements for Three-Dimensional Trademark Applications," published in "China Trademark," Issue 12.
- 2018, "Examination and Judgment of Electronic Evidence in Intellectual Property Litigation," published in "Law Application," Issue 1.
- 2017, "Differences, Reflections, and Suggestions on the Protection of 'Enterprise Names' under the Anti-Unfair Competition Law," published in "Competition Policy Research," Issue 3.
- 2016, "Regulation of Network Real-Time Rebroadcasting Behavior," published in "Intellectual Property," Issue 8.
- 2015, "Research on Legal Application Issues of Network Copyright Protection under the Integration of Three Networks," published in "Intellectual Property," Issue 6.
- 2011, "Basic Issues in the Determination of Seller Infringement in Trademark Cases," published in "Supreme Court Intellectual Property Trial Guidance," Volume 2.
- 2008, "Research on the Issue of Adding Parties in Intellectual Property Trials," published in "Law Application," Issue 7.
- 2009, "Research on the Issue of Compensation for Damages after Contract Termination," published in "People's Judiciary," Issue 19.
- 2006, "Legal Application of Equity Transfer in Limited Liability Companies," published in "People's Judiciary," Issue 6.