



Li Zhu

PARTNER

Washington

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Practice Areas

eControl

Trademarks

Education

Michigan State University,
Professional Certificate in Anti-Counterfeiting and Brand Protection, 2023

Northwestern University Kellogg School of Management,
Professional Certificate from Quarels & Brady Leadership Program, 2022

Stanford Law School, LL.M., 2016

University of Groningen, LL.M., 2004

National University of Defense Technology, Bachelor of Law (J.D. Equivalent), 2003

Bar & Court Admissions

District of Columbia

Li is a partner in the Vorys Washington, D.C. office and a member of the eControl group. She helps businesses, from a variety of industries, develop anti-counterfeiting and brand protection strategies with a focus on both the U.S. and China.

For nearly 20 years, Li has provided strategic counseling on the protection and enforcement of trademark, copyright, design, trade secret and IP-related issues and supply chain management, especially those involving China. She has extensive experience guiding clients through complex legal issues and helping stakeholders from across the globe achieve different goals and interests. She routinely assists clients who are challenged by IP squatting, knockoffs, and counterfeit issues, including those involving bad faith actors.

Li has also worked as in-house counsel for a western company in China and understands the challenges that legal teams face in balancing IP protection and business interests, especially when managing supply chain and business partner relationships. She helps her clients better understand Eastern culture and business practices.

Her notable experience includes:

- Leading cross-border enforcement actions, criminal investigations, factory and store raids, and dozens of civil and administrative IP cases in China
- Developing and executing global anti-counterfeiting strategies and action plans, with a focus on China
- Managing complex IP squatting, infringement, trade secret and unfair competition matters in China
- Conducting strategic reviews of trademark and copyright portfolios for enhancing brand protection worldwide
- Prosecuting and enforcing IP rights related to trade dress in China
- Managing global trademark and copyright portfolios for companies with large brand portfolios

New York

Wisconsin

*Admitted to practice law only in
the U.S. locations listed above.*

People's Republic of China

Li has been designated as a Certified Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals.

Industries

Manufacturing

Retail and Consumer Products