



HUANG Zhengyu

Senior Equity Partner

Offices Shanghai

Phone 13501790575

Email huangzhengyu@deheheng.com

Language 中文、英文

Practices Intellectual Property Business Center

Professional Fields :

Intellectual Property, Corporate Governance, Major Commercial Dispute Resolution

Qualification :

Licensed Attorney in China, Mechanical Engineer, Patent Management Engineer

Education :

Master of law, Tongji University, 2011 - 2014

Bachelor of Laws (Nanjing University as the awarding institution), Jiangsu Higher Education Self-Study Examination, 1998 - 2000

Bachelor of Engineering in Mechanical Engineering, Xi'an University of Science and Technology, Bachelor of Engineering in Mechanical Engineering, 1990 - 1994

Professional Experience :

Beijing DHH Law Firm: Senior Equity Partner, Intellectual Property Business Center Director;

Beijing DHH (Shanghai) Law Firm: Executive Deputy Director, Intellectual Property Department Director,

2024.07 – Present

Partner, Lawyer, Shanghai Hongqiao Zhenghan Law Firm, 2003.01 – 2024.06

Lawyer, Gansu Facheng Law Firm (Lanzhou, Gansu), 2000.08 – 2002.12

Attorney Huang has successfully provided legal services for IP strategic planning, rights protection, corporate governance, and major commercial dispute resolution to numerous Fortune 500 companies. He has handled cases selected as the “ Top 10 Typical Trademark Cases of 2018 ” by the China National Intellectual Property Administration (CNIPA), the “ 50 Typical Intellectual Property Cases of 2020 ” and the “ Top 10 Anti-Monopoly and Unfair Competition Typical Cases of 2020 ” by the Supreme People ’ s Court, and the “ Top 10 IP Judicial Protection Cases of 2020 ” by the Shanghai High People ’ s Court. He was also awarded the inaugural “ Golden Thread Award for Innovative Legal Technology Judicial Case ” .

Representative Cases :

1. Provided nationwide trademark protection and other intellectual property legal services for the Fortune 500 UK company “ Tesco ” ;
2. Provided intellectual property protection legal services for the well-known Chinese TV shopping channel “ Oriental CJ Shopping ” ;
3. Provided patent-focused IP strategic planning, management, and protection legal services for a leading listed company in green packaging;
4. Provided trademark protection legal services for a globally top-tier sports goods company;
5. Provided trademark protection legal services for the globally renowned pneumatic brand “ AirTAC ” ;
6. Provided patent strategic planning, management, and protection legal services for a globally known PC power supply brand enterprise;
7. Provided intellectual property protection training courses for ZTE Corporation headquarters, a leading global provider of integrated information and communication technology solutions;
8. Provided patent strategic planning, management, and protection legal services for a leading Shanghai environmental protection equipment company;
9. Provided trademark protection services for the well-known protective mask “ MASkin ” ; the case was selected by the CNIPA as one of the “ Top 10 Typical Trademark Cases of 2018 ” ;
10. Provided patent strategic planning, management, and protection legal services for the manufacturer of the well-known

Chinese Italian coffee grinder “ Hey Caf é ” ;

11. Provided brand licensing-related IP legal services for Value Retail, the parent company of the famous UK Bicester Village;
12. Provided patent and unfair competition-related IP legal services for the French Air Liquide Group, the world ’ s largest supplier of industrial and medical gases;
13. Provided comprehensive IP protection, including strategic planning, for China ’ s first fantasy installation stage play “ Dad ’ s Time Machine ” ;
14. Provided trademark protection legal services for SCA, the largest paper products company in Asia (Malaysia);
15. Provided copyright protection legal services for China ’ s most influential online literature service providers “ Cloudary ” and “ China Literature Limited ” ;
16. Provided patent strategic planning, management, and protection legal services for a Multiple Media Kiosk (MMK) service provider;
17. Provided IP protection legal services covering patents, trademarks, and copyrights for the Fortune 500 China Resources Group;
18. Provided intellectual property protection legal services for the New Zealand Les Mills Group, a leading global group fitness management system service provider;
19. Provided patent strategic planning, management, and protection legal services for a giant in the research, development, manufacturing, and sales of genetically recombinant biologics and vaccines;
20. Provided patent protection legal services for a well-known German sanitary ware company;
21. Provided IP strategic planning, management, and protection legal services for China ’ s most famous fast-fashion clothing brand URBAN REVIVO (UR);
22. Provided IP strategic planning, management, and protection legal services for China ’ s most famous e-cigarette brand RELX;
23. Provided IP protection legal services for the Dunhuang Academy, a cultural museum management institution in China possessing the largest number of World Cultural Heritage sites and the widest cross-regional scope, an influential site museum domestically and internationally, a Dunhuang studies research entity, an ancient mural and earthen site protection research base, and a National First-Class Museum;
24. Provided IP protection services and training courses for dozens of large industrial and commercial enterprises in Shanghai, the Yangtze River Delta, and the Pearl River Delta, including Shanghai Industrial Urban Development Group, Wosai Internet Technology Co., Ltd. (Shou Qian Ba), CCB Credit Card Center, ABC Shanghai Branch, Shanghai Bank, and Guangzhou Rural Commercial Bank;
25. Provided intellectual property protection training courses for government institutions including the State-owned Assets Supervision and Administration Commission of the State Council (SASAC), the Guangdong Provincial SASAC, and the Shanghai (Jinshan) Cross-Strait Youth Entrepreneurship Base's Shanghai Cross-Strait Youth Entrepreneurship Acceleration Camp;

26. Provided copyright protection legal services for a world-renowned children ' s education service provider;
27. Provided IP protection legal services for Lufax, China ' s largest online financial services platform and a dual-listed company on the NYSE and HKEX. The “ Luzhitou Case ” achieved a complete victory, was reported by hundreds of media outlets including CCTV, and was selected as one of the Supreme Court's 50 Typical Cases of 2020, Top 10 Anti-Monopoly and Unfair Competition Typical Cases of 2020, one of the Shanghai High Court's Top 10 IP Judicial Protection Cases, and one of the Pudong Court ' s Top 10 Internet Unfair Competition Typical Cases; was rated by the media “ IP Insights ” as one of the “ 2020 China ' s Top Ten Most Valuable IP Judgment Cases for Research ” ; won the inaugural Golden Thread Award “ Innovative Legal Technology Judicial Case Award ” and was selected as one of the Top 10 Cases of the 11th Shanghai Lawyers Association Intellectual Property Professional Committee (2020-2023);
28. Successfully coached multiple enterprises to become district-level trade secret protection demonstration sites in Shanghai;
29. Contributed to the firm ' s successful recognition as a municipal-level Trade Secret Protection Demonstration Station in Shanghai (second batch) through robust trade secret protection service capabilities;
30. Provided trade secret protection legal services for a well-known Chinese pharmaceutical machinery manufacturer, a standard-setter in its industry.

Social Activities :

1. Member, Shanghai Cooperation and Exchange Youth Federation
2. Member, the Inaugural Shanghai “ State-Owned Enterprise Restructuring Legal Service Team ”
3. Member, 9th Shanghai Lawyers Association Corporate Law Committee
4. Member, 10th and 11th Shanghai Lawyers Association Intellectual Property Committee
5. Legal Counsel, Gansu Provincial People's Government Shanghai Office
6. Deputy Secretary, Communist Youth League Gansu Provincial Committee Shanghai Working Committee
7. Supervisor General, Shanghai Gansu Chamber of Commerce
8. Postdoctoral Supervisor, Shanghai Pudong New Area Postdoctoral Innovation Practice Base

Honors :

1. Shanghai Cooperation and Exchange “ Youth May Fourth Medal ”
2. Tesco China “ Brand Guardian ”
3. Lead Counsel for the case selected by the CNIPA as one of the “ Top 10 Typical Trademark Cases of 2018 ”
4. Lead Counsel for the case selected by the Shanghai High People's Court as one of the “ Top 10 IP Judicial Protection Cases of 2020 ”

5. Lead Counsel for the case selected by the Supreme People ' s Court as one of the “ 50 Typical Intellectual Property Cases of 2020 ”
6. Lead Counsel for the case selected by the Supreme People ' s Court as one of the “ Top 10 Anti-Monopoly and Unfair Competition Typical Cases of 2020 ”
7. Lead Counsel for the case awarded the inaugural “ Golden Thread Award for Innovative Legal Technology Judicial Case ”
8. Lead Counsel for the case selected as one of the Top 10 Cases of the 11th Shanghai Lawyers Association Intellectual Property Professional Committee (2020-2023)