

# Eunice WU Partner

Intellectual Property | Dispute Resolution



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Eunice WU is a partner at Merits & Tree. Prior to joining Merits & Tree, Eunice worked in a red circle firm and an international law firm.

Eunice's practice covers the full range of intellectual property, with the emphasis on the industry of high-tech, consumer goods, internet, medical devices, etc. She served many multinational hi-tech giants, top VC, top-tier brands, cutting-edge startups and innovators with legal services both in China and overseas. She is especially good at 1) global IP issues, including litigation, international arbitration and non-contentious issues on hard IP, brand protection and licensing; 2) contentious and non-contentious issues on trade secrets.

Eunice has an excellent ability to work bilingually in both English and Chinese. She passed the England and Wales Bar Examination with a high score in one sitting. She also got the qualification of working as a professional translator (the highest level) which is also extensively recognized globally.

Testimonial from a US client "Her enthusiasm towards her job and helping clients is refreshing to see. Eunice is very smart and patient, but also has a tenacious sense for pushing an adversary or partner when her client's interests are at stake."

## Achievements

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## Trade Secrets

- Acted for a top 2 company in a semiconductor field and its founder in high-profile trade secrets cases in which the top 1 company made allegations in relation to former employee and products' iterative development;
- Acted for a top Chinese IoT company in its trade secrets disputes against its former executive;
- Acted for a top electric vehicle battery company in its criminal-civil trade secret case against its former employee;
- Advised a top global VC fund in relation to its and its invested companies' trade secret matters;
- Advised a prominent in-vehicle chip design company in regard to the trade secrets risk assessment and consultations.

## Brand Protection and Licensing

- Acted for SD-3C LLC in all legal matters in mainland China, including 1) trademark enforcement program: E-commerce platform infringement monitoring, updates of the latest legislative and judicial trends, complaints, investigations, AIC raids, PSB raids, civil litigation, criminal litigation, etc.; 2) licensing-related consultations; 3) customs enforcement; etc;
- Brand protection program for top international luxury brands;
- Acted for a leading U.S. medical device company in licensing agreement disputes with a Chinese licensee, including international arbitration, patent licensing disputes, and patent infringement disputes;
- Dealt with cross-border licensing issues for pharmaceutical companies;
- Dealt with cross-border licensing issues for gaming companies.

## Patent and unfair competition

- Acted for a top internet company in an unfair competition case against a data analysis (web crawler) tool company for the client's data rights;
- Acted for a multinational giant in a patent infringement case filed by an NPE involving EDA tool technology;
- Acted for a leading new electrical vehicle industry-related enterprise in high-profile patent infringement cases against its competitor;
- Acted for an aviation company for a series of high profile cases on the ownership of patent rights.

## Education

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LL.M., University of China University of Political Science and Law

## Admissions

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PRC Bar

## Language

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