

Janet Wong

Partner

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Janet Wong structures and defends global intellectual property portfolios, cross-border commercial disputes, and trademark enforcement strategies so that multinational companies and local businesses can protect their brands and assets across Greater China and beyond.

As head of Dorsey & Whitney's Hong Kong office and Greater China intellectual property (IP) group, Janet brings more than two decades of experience advising multinational corporations and local businesses on the full spectrum of IP protection, commercial litigation, and corporate transactions. Her practice spans the development and execution of global trademark and broader IP portfolio strategies, IP-related transactions, and complex commercial disputes, including financial fraud, asset recovery, and cross-border enforcement matters, giving clients a single point of counsel for sophisticated matters across the Asia-Pacific region.

On the transactional side, Janet structures and negotiates IP-related agreements including trademark licenses, technology transfer agreements, software licenses, distribution and reseller agreements, supply and manufacturing agreements, and franchise arrangements. She regularly advises clients on IP due diligence in connection with mergers, acquisitions, and private equity investments, and counsels companies on the acquisition, licensing, and commercialization of trademark and other IP assets in over 100 jurisdictions.

In contentious matters, Janet advises on and handles a broad range of commercial disputes, including breach of contract, breach of confidence, shareholder and business disputes, and other complex commercial claims. She also has extensive experience in contentious IP matters, including trademark infringement, anti-counterfeiting, passing off, trade secret protection, and copyright disputes before courts and administrative bodies in Hong Kong and Mainland China, including proceedings before the People's Court and the China National Intellectual Property Administration (CNIPA). She also represents

Education

- Tsinghua University and the University of Hong Kong School of Professional and Continuing Education (Second Bachelor Degree in Chinese Law, 2007)
 - with distinction
 - with honors
- University of Hong Kong (P.C.LL, 2001)
 - with distinction
- University of Hong Kong (L.L.B., 2000)
 - with honors

Bar Admissions

- Hong Kong
- New York

clients in company name complaints, domain name disputes before the Hong Kong International Arbitration Centre (HKIAC) under ICANN and CNNIC rules, and trademark proceedings throughout Greater China.

Janet's commercial litigation practice also includes financial fraud, white-collar defense, and regulatory investigations. She advises financial institutions and multinational companies on cross-border fraud recovery — including freezing orders, discovery orders for asset tracing, and enforcement of judgments in Hong Kong, the U.S., the U.K., and other jurisdictions. She also represents directors of Hong Kong-listed companies in investigations conducted by the Securities and Futures Commission (SFC) and other regulatory and enforcement authorities.

Janet is a frequent speaker on intellectual property protection, trade secret management, licensing arrangements, and IP commercialization. She regularly provides trade secret protection training and workshops for multinational companies and local businesses in Hong Kong and Mainland China. She also conducts anti-bribery, fraud prevention, and compliance training for multinational clients and advises on data privacy, cross-border data transfers, data breach response, and employment matters under Hong Kong law.

Chambers Greater China Region Guide has recognized Janet in Intellectual Property (International Firms) for 2025–2026, and Chambers Global has recognized her in Intellectual Property, China, for 2025–2026.

Janet serves as head of Dorsey's Hong Kong office and head of the Firm's Greater China intellectual property group.

Select Experience

Strategic IP Portfolio Management and Commercial Transactions

- Serve as lead IP counsel to a Hong Kong-based consumer foods and condiments group, overseeing the protection, maintenance and enforcement of a global trademark portfolio comprising more than 1,600 trademark records across over 100 jurisdictions. Regularly advise on portfolio management, brand protection and enforcement strategies, anti-counterfeiting initiatives, licensing arrangements and expansion into key markets worldwide.
- Serve as lead IP counsel for a U.S.-based luxury diamond company owned by a Hong Kong conglomerate, maintaining its global trademark portfolio across more than 50 jurisdictions since 2016; conducted extensive trademark searches and filed applications for a new sub-brand and house logo in multiple jurisdictions, and provided patent filing strategies for an affiliate across several Asian jurisdictions.
- Represented a long-term industrialist investor in a substantial equity investment transaction, leading a funding round that raised US\$310 million and advising on corporate and IP due diligence for licensed patent portfolios.
- Represented a global company that designs, develops, manufactures, and markets medical devices for the treatment of vascular diseases in restructuring its global trademark and patent portfolios.

Accolades

- *Legal 500 Asia Pacific* in Hong Kong, Intellectual Property, 2021-2026
- *Chambers Greater China Region Guide*, Intellectual Property (International Firms), 2025-2026
- *Chambers Global*, Intellectual Property, China, 2025-2026
- *IP Stars Asia Pacific*, Trademark Star, 2026
- *Chambers and Partners Greater China Region Guide*, Notable Practitioner, 2024
- *World Trademark Review 1000 – The World’s Leading Trademark Professionals*, Leading Practitioner, 2020-2026

Court Admissions

- England & Wales (non-practising)
- China's Greater Bay Area (non-practising)

Professional Affiliations

- Vice Chair, Licensing Executives Society International, Asia Pacific Committee, 2025-2026
- Licensing Executives Society China, Hong Kong sub chapter
 - Vice President, 2025-2026
 - Treasurer, 2021-2024
- Member, The Sedona Conference
- Member, Law Society of Hong Kong
- Member, Law Society of England & Wales
- Ordinary Member, The Hong Kong Institute of Trade Mark Practitioners
- Member, Asian Patent Attorneys Association Hong Kong
- Member, International Trademark Association
 - Member, Enforcement Committee, 2026-2027
 - Member, Alternative Dispute Resolution Committee, 2024-2025
 - Member, Unreal Campaign Committee, 2016-2017

Languages

- English
- Cantonese

Select Presentations

- Panelist, *Negotiating a Franchise Agreement – Key Clauses and Strategies to Adopt*, LESI 2026 Annual Conference (April 30, 2026)
- Moderator and speaker, *Trade Secret Protection in Asia*, LESI Asia Pacific Committee Webinar (January 15, 2026)
- Panelist, *IP Lawyer Collaboration in One Belt One Road*, One Belt One Road 2025 IP Future Forum by International Intellectual Property Commercialization Council (IIPCC) (November 7, 2025)
- Panelist, *Recent Developments in Antitrust Regulation of IP*, 2025 LES China Conference (September 24, 2025)
- Legal Expert, *HKDAS Hackathon 2022*, Hong Kong Digital Asset Society (January 2022)

- Moderator, *Cross-border IP Licensing in Greater Bay Area: Opportunities and Challenges*, Business of IP Asia Forum (December 2021)
- Speaker, *Convergence: Collaboration, Co-branding and Cross-licensing*, Business of IP Asia Forum (December 2019)
- Speaker, *Data Privacy Laws in Hong Kong*, Corporate Counsel Meeting of The Sedona Conference (June 2019)
- Speaker, *TiE HK Masterclass - Legal Advice for Startups*, TiE Hong Kong (December 2018)
- Speaker, *Business Class for Entrepreneurs | Security Masterclass: How to Protect your SME or Startup?*, The British Chambers of Commerce and TiE Hong Kong (August 2017)
- Panelist, *Protecting your IPR in China: Practical Strategies for EU Cleantech SMEs*, China IPR SME Helpdesk, funded by the European Commission Directorate-General Enterprise and Industry under the Competitiveness and Innovation Framework Programme (March 13, 2014)
- *How to Deal with Cybersquatting?* Federation of Hong Kong Industries and Huyi Global Information Resources (Holding) Co. HK Ltd, Hong Kong (June 2006)

Insights

March 4, 2025

HKIAC Reports Record Caseload in 2024: Key Trends for US and China Businesses

May 30, 2024

Partners Ray Liu, Janet Wong, and Lilian Shi Discuss Challenges of a Complex, Global IP Landscape

April 10, 2024

The New Face of Fraud: Deepfakes and the Emerging Cyber Threats in Hong Kong

August 17, 2023

Navigating Data Breach Notification and Prevention in Hong Kong: A New Comprehensive Guide in Hong Kong

June 6, 2023

Protecting Against Business Email Scams and Recovering Funds Wired to the United States

June 6, 2023

Recent Trends in Wire Fraud Scams: Uncovering and Tackling the Latest Tactics in Hong Kong

September 21, 2022

Hong Kong PCPD Releases Recommended Data Security Measures

January 10, 2022

The Legal Practice and Prospect to Enforce the Civil and Commercial Judgment Mutually Between Mainland China and HK

October 20, 2021

Criminalizing Doxxing Acts: New Amendments to Hong Kong's Data Privacy Law

September 8, 2021

中国企业的国际仲裁（系列六）：第三方资助可行吗？

June 4, 2021

中国企业的国际仲裁（系列三）：在香港仲裁，费用真的很高吗？

June 4, 2021

PRC Companies in International Arbitration: Is it costly to arbitrate in Hong Kong?

February 13, 2018

China's Greater Bay Area Puts Hong Kong in the Lead as Super Connector to the World

February 28, 2017

Hong Kong Email Wire Fraud Epidemic - How to retrieve funds and prevent wire fraud

International Cyber Crime and Asset Recovery