

Lilian Shi

Partner

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Lilian Shi helps multinational brands protect and enforce their intellectual property rights across Greater China so they can enter new markets, defeat trademark squatters, and build lasting value in one of the world's most complex IP environments.

Lilian is a partner in Dorsey & Whitney's Hong Kong office whose practice centers on China and Hong Kong intellectual property law — from trademark prosecution and anti-counterfeiting to cross-border IP enforcement and IP due diligence in mergers and acquisitions. She advises multinational companies navigating the full lifecycle of brand protection in Greater China, including clients in the beverage, biopharmaceutical, agricultural, medical device, consumer goods, and jewelry sectors.

Lilian's trademark work spans the breadth of what brand owners face in China: securing registrations, defeating bad-faith squatters before the China National Intellectual Property Administration (CNIPA), pursuing court appeals of adverse opposition decisions, recording IP rights with PRC Customs for border protection, and managing large trademark portfolios for multinational clients. She also advises on copyright registration and protection, domain name disputes, IP licensing, franchising, and technology commerce matters.

On the transactional side, Lilian conducts IP due diligence in cross-border asset sales and M&A transactions involving China, the U.S., and Hong Kong. Her enforcement practice includes coordinating anti-counterfeiting campaigns and cross-border IP litigation strategies for brand owners seeking to protect their rights across multiple jurisdictions simultaneously.

Lilian also advises on patent prosecution and enforcement, as well as advertising law in China, including resolving patent disputes and securing design registrations in Hong Kong, advising on compliance issues and strategy in relation to advertising in China. She regularly publishes on developments in Chinese IP law — including trademark law

Education

- University of Auckland (LL.B., 2004)
- Hunan University of PRC (B.S., Engineering, 1991)

Bar Admissions

- Hong Kong

amendments, anti-unfair competition law, China advertising Law, NFT infringement, and the evolving evidentiary standards at CNIPA — keeping clients informed of regulatory changes that affect their IP and advertising strategies.

Lilian is recognized in *Legal 500 Asia Pacific* for intellectual property in Hong Kong and is listed in *World Trademark Review 1000* as a leading trademark practitioner.

Select Experience

Trademark Prosecution, Enforcement & Anti-Squatting

- Advised a U.S. clinical-stage biopharmaceutical company in a multi-year campaign to combat trademark squatting in China, pursuing successive trademark actions before Chinese authorities to recover the company's house brand from a bad-faith squatter.
- Advised a U.S. agricultural cooperative in successfully preventing trademark piracy of its house brand by a third party in China.
- Represented a New York-based nonprofit intergovernmental trade organization in trademark proceedings before the PRC Trademark Review and Adjudication Board, challenging rejections of trademark applications by the PRC Trademark Office.
- Represented a New York-based jewelry company in a trademark invalidation proceeding in China seeking to recover a pirated house brand from a Chinese squatter.

Languages

- English
- Mandarin
- Cantonese

Court Admissions

- China (currently inactive)

Professional Affiliations

- Pro-bono work for Animal Asia Foundation

Accolades

- *Legal 500 Asia Pacific* in Hong Kong, Intellectual Property, 2022-2026
- *World Trademark Review 1000 – The World's Leading Trademark Professionals*, Leading Practitioner, 2021-2026

Select Presentations

- *Taking the Judicial Route*, with Cedric Lam, China IP Focus (2011)
- *Spotlight on IP Rights Protection and Enforcement*, with Cedric Lam and Janet Wong, IP Value (2013)
- *How Employee-Inventors are Protected*, with Cedric Lam and Janet Wong, China IP Focus (2013)
- *It's All in the Name*, with Cedric Lam and Sherry Zeng, China IP Focus (2014)
- *Keeping an Eye on the Latest IP Developments*, with Cedric Lam and Janet Wong, IP

Insights

May 30, 2024

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