

Nicole Chu

Associate

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Nicole Chu helps brand owners protect and enforce their intellectual property rights across Hong Kong, China, and international markets so they can grow with confidence.

Nicole advises clients on trademark prosecution, copyright strategy, portfolio management, and enforcement across Hong Kong, China, and international markets. Her practice spans both contentious and non-contentious intellectual property (IP) matters, including trademark opposition, non-use cancellation and invalidation proceedings, IP audit for corporate transactions, domain name disputes, and Customs investigation and recordals.

Nicole manages global IP portfolios for Hong Kong and foreign clients, developing trademark prosecution strategy, handling post-registration recordals, enforcing IP rights, and negotiating IP commercialization agreements. She has depth in Chinese IP work, advising foreign clients on proceedings before the China National Intellectual Property Administration (CNIPA) and the Beijing IP Court. Nicole also has experience delivering a seminar to startups on building an IP portfolio from scratch and the relevant enforcement strategy.

Nicole's clients span industries including luxury goods, pharmaceuticals, food and beverage, fashion, and hospitality. She takes a flexible approach to meet the distinct business needs of each client, whether they are building a portfolio from the ground up or defending established brands against bad-faith filings and infringement.

Select Experience

Trademark Prosecution & Portfolio Management

- Advised an Australian full-service clinical research organization on trademark prosecution strategy, including national filings, international registration refusals, non-use cancellation actions, use investigations, and Beijing IP Court appeals in China.

Education

- University of Hong Kong (B.B.A., Law & LL.B., 2020)
- University of Hong Kong (P.C.LL, 2021)

Bar Admissions

- Hong Kong

- Advised a French manufacturer of luxury lighters on trademark prosecution in China and negotiated a coexistence agreement with a multinational chemical company headquartered in the U.S.
- Advised a manufacturer and distributor of prestige perfumes and cosmetics based in France on international registration refusals of various trademarks.
- Advised U.S. fashion brands on trademark prosecution in China and actions against bad-faith filings from trademark squatters.

Languages

- English
- Cantonese
- Mandarin
- Korean