



Bing Guan Partner

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Languages: Chinese, Japanese

PRACTICE AREAS

Intellectual Property, Dispute Resolution, Entertainment and Sports

EXPERTISE

Guan, during her practice, represented the clients in relation to a large number of intellectual property litigation cases, and also served as the legal counsel of many well-known Chinese and foreign enterprises and institutions, providing relevant legal services, including intellectual property strategy formulation, drafting and formulation of companies' internal rules, licensing, transfer and protection of intellectual property. In addition, Guan also provided legal services for many cultural and entertainment media companies in relation to performance contracts, copyright licensing, film and television distribution, infringement on portrait. Guan is skilled at providing high-quality and effective legal solutions for enterprises from the perspective of clients' development, helping enterprises maximize their interests, and has won wide trust and praise from clients. In 2020, Guan was selected into the foreign-related lawyer talent pool of Beijing Lawyers Association, and was selected as one of the "Top 15 Litigators in China" by Asian Legal Business (ALB). In 2022, Guan won the "Sino-Japanese Trademark Exchange Contribution Award" jointly granted by CTA and JPAA as well as "Client Choice: Top 15 IP Versatile Practitioners" granted by LEGALBAND.

EDUCATION

Renmin University of China, LL.M. in Economic Law

Renmin University of China, LL.B. in Intellectual Property

PROFESSIONAL EXPERIENCE

2006-Present East & Concord Partners, Managing Partner of Beijing Office & Head of the IP Department

2000-2005 Beijing Tianwei Partners, Associate

PROFESSIONAL ASSOCIATIONS

Foreign-related Lawyer Talent Pool of Beijing Lawyers Association (intellectual property and information security, civil and commercial litigation and arbitration), Member

Internet & Intellectual Property Protection Alliance, Honorary Member

Xuzhou Intellectual Property Protection Center, Expert

Beijing Lawyers Association, Member

All China Lawyers Association, Member