

## 1. 事務所概要 (2023年6月時点) / Firm Overview (As of June 2023)

名称 (中文) / Name (Chinese)	張淑姬趙之威律師行
名称 (英文) / Name (English)	ELLALAN
香港拠点の住所 / Address in HongKong	26th to 28th Floors, The Hennessy 256 Hennessy Road, Wanchai, Hong Kong
香港拠点の設立年 / Year of establishment in HK	2016
その他の拠点 / Cities of branches in other regions	Guangzhou, Beijing
電話番号 / Telephone Number 日本語対応可否 / Japanese availability	+852 3752-3752 No
Email アドレス / Email address 日本語対応可否 / Japanese availability	enquiry@ellalan.com No
ウェブサイト / Website	<a href="https://www.ellalan.com/">https://www.ellalan.com/</a>

## 2. 対応可能なサービス / Available Services

	専利 / Patent*	商標 / Trademark	意匠 / Design	営業秘密 / Trade secret	著作権 / Copyrights
出願代理 / Represent applicants as agent	SP : Yes StP : Yes OGP : Yes	Yes	Yes		
出願明細書の日英・日中翻訳 JP-EN/CN translation of application specifications etc.	JP-EN: No JP-CN: No	No No	No No		
権利侵害調査 / Investigation of infringement	Yes	Yes	Yes	Yes	Yes
訴訟・警告 Litigation, Warning	Yes	Yes	Yes	Yes	Yes
異議・無効申立 / Opposition, Trial for invalidation	Yes	Yes	Yes		
税関登録代理 / Represent registration for Customs		Yes			Yes
仲裁・調停 Arbitration, Mediation	Yes	Yes	Yes	Yes	Yes
先行技術・権利調査 Research of prior art or IPR (e.g. FTO investigation)	Yes	Yes	Yes		
知財契約支援 (ライセンス等) Support of IP contract (e.g. license agreement)	Yes	Yes	Yes	Yes	Yes
その他 (例: 内地対応、技術分野、知財戦略相談、価値評価等) Any additional comments (e.g. Support in Mainland China, Technical fields, Consulting of IP strategy, IP valuation)	Apart from our Hong Kong law firm, we have our own intellectual property agency, ELLALAN (Beijing) IP Limited, in Beijing to best serve our clients' IP needs in the Greater China Region and assist Mainland Chinese clients in handling their overseas IP work. We also have our own PRC law firm, ELLALAN (Guangdong) Law Office, in Guangzhou. Apart from IP and commercial matters, the Guangzhou law office also focuses on litigation (civil and criminal) and cross-border practice. This development will definitely expand and strengthen our competitiveness in the Greater Bay Area, and reinforce our strong market position in helping overseas clients navigate the difficult waters in Mainland China and assisting Mainland clients to invest and grow their business overseas.				

	Both Beijing and Guangzhou offices will be our contact points for Mainland Chinese clients for outbound IP and other legal work.
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\*SP : Standard Patent, StP : Short-term Patent, OGP: Original Grant Patent

### 3. 実績 / Performance

	専利 / Patent	商標 / Trademark	意匠 / Design	営業秘密 / Trade secret	著作権 / Copyrights
2022年香港での出願代理件数 Number of applications as an agent in Hong Kong (2022)	200+	1900+	90+		
Number of IP enforcement matters (C&D, Customs Seizure & Raids and Litigation) (2022)	150+				
現時点の税関登録代理件数 / Current Number of representing registrations for Customs		0			0
主なクライアントの国籍 / Nationality of major clients	HK / CN / US / EU				
主なクライアントの業種 / Major client industries	<p>Our client base is wide and deep including international luxury brand clients, MNCs and local famous brands such as in the following industries:-</p> <ul style="list-style-type: none"> <li>- Fashion</li> <li>- Jewelry</li> <li>- Financial services/Banks</li> <li>- Pharmaceuticals</li> <li>- Entertainment and artists</li> <li>- Property developers</li> <li>- Insurance</li> <li>- Telecommunications</li> <li>- Logistics</li> </ul>				

### 4. スタッフ / Staff

総従業員数 / Total number of employees (in Hong Kong and PRC)	~60+
香港弁護士（知財担当）の人数 Number of lawyers of Hong Kong (in charge of IP)	~12
内地弁護士（知財担当）の人数 Number of lawyers of Mainland China (in charge of IP)	~7
Number of lawyers of Hong Kong (Corporate, Commercial and TMT department)	~3
Number of lawyers of Hong Kong (Dispute resolution team)	~4
内地専利代理人の人数 Number of patent attorneys of Mainland China	~1
日本語対応可能者の人数 Number of staff who can use Japanese	N/A

### 5. 主な知財担当の有資格者 / Qualified staff in charge of IP

氏名 / Name	資格 / License	対応言語 / Language	略歴（法律分野・技術分野等） Bio/Background (e.g. Patent or Trademark, Technical field)
Alan Chiu (Managing Partner)	<ul style="list-style-type: none"> <li>• Hong Kong qualified solicitor since 2004</li> <li>• Guangdong- Hong Kong – Macau Greater Bay Area Lawyer since 2023</li> </ul>	EN/CN/JP	Alan is a leading light for IP advisory, enforcement and litigation, renowned for his sophisticated strategies in helping clients to navigate the complex IP landscape in the Greater China Region. He received numerous professional awards recognizing his expertise

	<ul style="list-style-type: none"> <li>• China Appointed Attesting Officer</li> <li>• Accredited Mediator, Law Society of Hong Kong, Hong Kong International Arbitration Centre and Hong Kong Mediation Accreditation Association Limited</li> <li>• Adjunct Professor of Law, the Hong Kong Shue Yan University</li> </ul>		in IP, entertainment, technology and dispute resolution. Qualified in both Hong Kong and Guangdong-Hong Kong-Macau Greater Bay Area and with an IT forensic background, Alan is also an Accredited Mediator, a China Appointed Attesting Officer and an Adjunct Professor of Law.
Ella Cheong (Senior Consultant)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in Hong Kong, Singapore, England &amp; Wales and Victoria (Australia) in 1963, 1967 &amp; 1975, respectively</li> <li>• Justice of Peace</li> <li>• Notary Public (Hong Kong &amp; Singapore)</li> </ul>	EN/CN/ <del>JP</del>	Qualified as a solicitor in Hong Kong, UK, Singapore and Australia (Victoria), Ella is a highly respected and leading IP figure in Asia with 200+ professional awards. Ella is renowned for her savviness and cross-Asia IP knowledge in all areas of IP, whether contentious or non-contentious matters, and due to her profound experiences in representing multi-national corporations, she is quick in offering commercially viable and pragmatic solutions to her clients. She is a Notary Public and a Justice of Peace.
Rosita Li (Partner)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in England &amp; Wales and Hong Kong in 1992</li> </ul>	EN/CN/ <del>JP</del>	Rosita is a prominent IP practitioner with over 30 years of experience handling a full spectrum of IP work from enforcement, litigation to licensing and portfolio management. She has been appointed a domain name panelist by WIPO and ADNDRC. Rosita has received numerous accolades throughout her career for her expertise and professionalism in the IP sphere.
Rong Wang (Managing director at ELLALAN (Beijing) IP Agency Ltd.)	<ul style="list-style-type: none"> <li>• BA, Taiyuan University of Technology</li> <li>• Former Head of Agency of an international law firm's IP agency</li> </ul>	EN/CN/ <del>JP</del>	An experienced IP agent with extensive network and relationship with officials of the China Trade Mark Office to help clients navigate the trademark protection cycle in China.
Valerie Suen (Partner)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in Hong Kong in 2013</li> <li>• Council Member, The Hong Kong Institute of Trademark Practitioners</li> <li>• Member of APAA (Hong Kong Group)</li> <li>• LLB (Hons) / B Commerce (Distinction), University of New South Wales</li> <li>• PCLL, City University of Hong Kong.</li> </ul>	EN/CN/ <del>JP</del>	Leading the firm's Trade Marks team, Valerie advises on a full range of branding and trade mark portfolio issues in both Mainland China and Hong Kong, and has extensive experience in advising Chinese corporates on their global trade mark strategies. She is recognized as a leading professional by WTR 1000.
James Choi (Partner)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in HK in 2013</li> <li>• Member of APAA (Hong Kong Group)</li> </ul>	EN/CN/ <del>JP</del>	James is an award-winning IP specialist in handling IP enforcement, litigation and advisory matters in Hong Kong and Mainland China. With vast experience in representing luxury brands, music right owners and

	<ul style="list-style-type: none"> <li>• Member of the Licensing Executives Society China, Hong Kong Sub-Chapter</li> <li>• LLB, King's College London</li> <li>• PCLL, The University of Hong Kong</li> <li>• MA (Sociology), Chinese University of Hong Kong (2018)</li> </ul>		technology clients from both overseas and the Greater China Region, James is well known for providing practical legal solutions to complex infringement matters.
Travis Wu (Director of ELLALAN (Guangdong) Law Office)	<ul style="list-style-type: none"> <li>• Qualified PRC lawyer in 2014</li> <li>• Bachelors in Law, South China Agriculture University</li> </ul>		Specializes in handling commercial contract disputes and real estate disputes and defending in major economic crimes. Highly experienced in assisting clients in handling merger & acquisitions and other commercial matters and praised by his comprehensive and client-oriented litigation strategies
Bernie Hung (Consultant)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in Hong Kong in 1996</li> <li>• Committee Member of the Emerging Issues Committee of INTA (2016)</li> </ul>	EN/CN/ <del>JP</del>	An all-rounded lawyer with 20+ years of experience in IP and commercial law gained from both private practice and in-house perspective, notable for her strategic, business-oriented and practical solutions.
Salina Ip (Patent Agent (PRC))	<ul style="list-style-type: none"> <li>• PRC Patent Agent Qualification</li> <li>• BSc in Biochemistry, Imperial College London</li> <li>• MSc in Clinical Microbiology, University of Nottingham</li> </ul>	EN/CN/ <del>JP</del>	Salina began her IP training at a large IP firm in Osaka where she served many leading multinational pharmaceutical companies and institutions. She has extensive knowledge in worldwide patent practice and assisted clients in drafting original patent specifications, prosecuting patent applications, providing patentability searches and opinions, filing strategy and portfolio management. Salina focuses in handling patent licensing, technology transfer, patent invalidation and infringement analysis and assisting listed companies and conglomerates in patent litigation and invalidation proceedings in Hong Kong and the Mainland China.

## 6 . Qualified staff in charge of Corporate, Commercial and TMT

氏名 / Name	資格 / License	対応言語 Language	略歴 Bio/Background
Charles To (Partner)	<ul style="list-style-type: none"> <li>• Admitted as Solicitor in Hong Kong in 2010</li> <li>• Former Senior Legal Counsel of Tencent and FOX Networks Group</li> <li>• BSc in Electrical Engineering, University of California, San Diego</li> <li>• BSc in Management Science, University of California, San Diego</li> <li>• Executive MBA, Kellogg-HKUST</li> <li>• Civil Celebrant of Marriages</li> </ul>	EN/CN/ <del>JP</del>	Charles is a client-oriented commercial and technology lawyer who heads up the Corporate, Commercial and TMT Practice. He has both a technical (electrical engineering) and business background (Kellogg-HKUST Executive MBA). In 2022, Charles was recognized as a legal leader by LexisNexis® 40 UNDER 40.

	<ul style="list-style-type: none"> <li>• Deputy Leader of the Intellectual Property Vetting Group of the Law Society of Hong Kong</li> <li>• Committee Member of the Employment Law Committee of the Law Society of Hong Kong</li> </ul>		
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## 6 . Qualified staff in charge of Dispute Resolution

氏名 / Name	資格 / License	対応言語 Language	略歴 Bio/Background
Simon Wong (Partner)	<ul style="list-style-type: none"> <li>• LLB, PCLL, the University of Hong Kong</li> <li>• Double degree in PRC law, the China University of Political Science and Law</li> <li>• Passed the 1st Greater Bay Area Lawyer Examination</li> <li>• China Appointed Attesting Officer (appointed by the Ministry of Justice of the PRC)</li> </ul>	EN/CN/JP	Simon is an international arbitration and commercial litigation lawyer with over 25 years of experience. Qualified in both Hong Kong and Guangdong-Hong Kong-Macau Greater Bay Area, he has extensive experience acting for both local and foreign companies in a broad spectrum of financial and commercial disputes in Hong Kong and Mainland China.

## 8. 仕事の依頼方法・費用 / How to request a job, fee

初回のコンタクト方法 How to contact for the first time?	Email enquiry@ellalan.com
いつから料金が発生するか When is the first fee required?	Fee quotation provided upon request
タイムチャージ制の有無と目安 Is the time charge system adopted? Approximate fee range (optional)	
成功報酬制はあるか Is the success fee system adopted?	Contingency fee not adopted in Hong Kong.
利用可能なオンラインツール Available online meeting tool	Zoom, Teams.

## 9. その他（強み、日本語対応能力など） / Any additional comments (e.g. selling points, ability of Japanese)

<p>We are a leading law firm in Hong Kong with an award winning IP practice celebrating its 6th anniversary this year. We started off as a young intellectual property Hong Kong boutique in October 2016 and have now grown to be a vibrant full-service law firm with an award-leading practice in IP, technology and entertainment.</p> <p>We have a very diverse group of people with different backgrounds who are not just from law but also science and other relevant disciplines. Such a diverse background enables us to have a true and thorough understanding of the clients' industries and real business needs. It is what the clients want nowadays.</p>
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Our firm was recognized as one of the best IP specialized firms in town. Recent key awards in the past 12 months include: -

1. Leaders in Law - 2022 Global Awards – IP Law Firm of the Year in China/Hong Kong
2. Asia IP Copyright Rankings 2022– Tier 1 Firm
3. China Business Law Award 2022 – Practice Awards – IP (Copyright)
4. China Business Law Award 2022 – Practice Awards – IP (Trademark)
5. China Business Law Award 2022 – Practice Awards – IP (Fintech & Blockchain)
6. China Business Law Award 2022 – Practice Awards – IP (Internet & E-commerce) Benchmark Litigation 2022 – Litigation Stars – Alan Chiu
7. Benchmark Litigation 2022 – Tier 2 Firm in Hong Kong for handling Intellectual Property Disputes
8. Lawyers Worldwide - Intellectual Property Law Firm of the Year 2022 - Hong Kong
9. WTR 1000 - Firms: Enforcement and Litigation and Prosecution and Strategy (Silver Tier)

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