**Articles & Publications**

**2018 – Publications in English:**

* **World Trademark Review**; feature article – Issue 71; published on January 2, 2018

“*Protecting the looks of products in China” (Christopher Shen and Amy Hsiao)*

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* ***Expert Analysis Section Law 360****: “A Solution To China’s Counterfeiting Problem” by Amy Hsiao and Samuel Speed; published on 4/03//2018*
* *Multiple publications on* ***LinkedIn Pulse, China Trademark Blog*** *(*[www.lastweekinchina.com](http://www.lastweekinchina.com)*). Selective ones are outlined below:*
* “*Well-Known Trademark in China?!*” (published: 02/18/2018)
* “East Meets West – A Trademark Practice in the US & China!” (published: 02/21/2018)
* “Significant changes to China’s entire governmental structure!” (published: 03/19/2018)
* “Key policy updates from Alibaba that benefit brand-owners” (published: 04/15/2018)
* “Expect your trademarks to move REALLY fast in China this year!” (published: 04/18/2018)
* “An Interesting Solution to China’s Counterfeiting Problem” (published: 05/01/2018)

**2018 – Publications in Mandarin Chinese:**

* 美国加征25%关税对中国企业的「三大影响」！ 知产力 2018-06-13

**2017 – Publications in English:**

* **Book***: “Landmark Trademark Cases in China” – published by* ***Wolters Kluwer*** *in May 2017 and is available on Amazon. The book is described as: “the single indispensable source on China”. Amazon link:* <https://www.amazon.com/Landmark-Trademark-Cases-China-depth/dp/9041168362>



* *“Takeaways from Trump’s Recent Trademark Victories in China” by Amy Hsiao; published on 4/3/2017 in Law 360 Expert Analysis Section*
* *“Takeaways from Ivanka Trump’s TM Approval in China” by Amy Hsiao; published on 5/12/2017 in Law 360*
* *“Regulations by China Supreme People’s Court Regarding the Administrative Trademark Litigations” by Amy Hsiao; published on 1/10/2017 in the EU Embassy website in China*
* *Multiple publications on LinkedIn Pulse, China Trademark Blog (*[www.lastweekinchina.com](http://www.lastweekinchina.com)*). Selective ones are outlined below:*
* “*Possible Punitive Damages against Trademark Infringement in China*” (published: 03/21/2017)
* “*Good News! Less Legal Expense in China*” (published: 03/30/2017)
* “*China’s New Credit System: Using Public Shaming to Deter Copycats & Serial Infringers*” (04/04/2017)
* “*Finally, Prison Time for Counterfeiters in China!*” (04/11/2017)
* “*How Fast is the Speed in China? 2000+ views in 24 hours!*” (04/23/2017)
* “*How to Know Whether Your China Experts are Indeed Experts or Simply People Who Travel to China in First Class (With Your Money)?*” (4/26/2017)
* “*Top 5 Cases Picked by China’s Authorities as A Roadmap to Its Trademark System*” (4/27/2017)
* “*How to Fight Counterfeits in China? What’s the Exact Dollar to Make a Case Criminal?*” (05/07/2017)
* “*What is the Real Breakthrough Regarding the Recent Criminal Trademark Cases in China?*” (05/12/2017)
* “*Where to Majority of China’s IP Criminal Cases Come From?*” (05/19/2017)
* “*Have You Received the Scam Email from China (yet)?*” (06/06/2017)
* “*What Are the Top Three Products China’s Infringers Favor?*” (7/10/2017)

**2017 – Publications in Mandarin Chinese:**

* *“Top Three Key Issues to Bear in Mind When Seeking Trademark Protection in the US” by Amy Hsiao; published on 2/26/2017 in Zhichanli (a leading online IP publication in China) (*[*http://www.zhichanli.com/article/44007*](http://www.zhichanli.com/article/44007)*)*
* *“Top 10 Tips to Quickly Understand the Trademark System in the US” by Amy Hsiao; published on 4/21/2017 in Zhichanli (a leading online IP publication in China)*
* *“Three Most Frequently Asked Questions When Seeking Trademark Registrations in the US” by Amy Hsiao; published on 6/29/2017 in Zhichanli (a leading online IP publication in China)*
* 《一位美国律师的来信：中国企业在美国申请商标的三大误区》 知产力 2016-12-09
* 《美国律师的第二封来信：企业须特别关注美国商标项目描述之三大原因》知产力 2017-01-20
* 《美国律师的第三封来信：10个重点帮您快速了解美国商标法》知产力 2017-04-21
* 《美国律师的第四封来信：美国商标制度下关于使用权的常见三大问题》 知产力 2017-06-29
* 《美国律师的第五封来信：美国商标制度下关于使用权有哪些问题》 (Ashley Zito and Amy Hsiao) 知产力 2017-10-30
* 《美国律师的第六封来信：英国脱欧影响中国企业商标的十大问题》(Carl Steele and Amy Hsiao) 知产力 2017-11-21
* 《美国知识产权诉讼不简单，这3大重点需注意》(Ashley Zito and Amy Hsiao) 知产力 2017-10-23

**2016 – Publications in English:**

* “*Doing Good Business in China*” by Amy Hsiao and Brett Heavener; published on 3/16/2016 in **TBO Trademarks & Brands**
* “*Top Three Pitfalls Chinese Companies Make When Applying for TM in the US*” by Amy Hsiao; published on 3/2/2016 in **Zhichanli**(http://www.zhichanli.com/; a leading online IP platform in China).
* “*A Tale of Two Giants in China: Facebook and iPhone*” by Amy Hsiao; published in the July/August 2016 edition of **China-Britain Business Focus**
* “*China Judge’s View: Why Apple Lost and Facebook Won*” written by Chen, Zhixing (a judge at the Beijing Intellectual Property Court) and translated by Amy Hsiao.  This article was published on 6/24/2016 in **Zhichanli**
* “*A $15.8 Million Dollar Question: Could you Be an Infringer of Your Own Brand in China?*” by Amy Hsiao; published on 8/24 in **Westlaw Journal Intellectual Property**
* "*How Michael Jordan Won Trademark Case in China Without Trademark Rights" by Amy Hsiao and Christopher*

*Shen published on January 24, 2017 in***Law360**

*“3 Take-Aways from Michael Jordan’s Chinese Supreme Court Trademark Victories for Companies Doing Business in China” by Amy Hsiao* Aaron Parker in **Sporttechie**

**SPEECHES/WEBINARS/PRESENTATIONS:**

**2018:**

* 08/30/2018 USPTO China IP Road Shows – Kansas City (August 2018) *“Copyright in China”*
* 08/28/2018 USPTO China IP Road Shows – Iowa City (August 2018) *“Copyright in China”*
* 07/25/2018 USPTO China IP Road Shows – Louisville (July 2018): *“Copyright in China”*
* 05/01/2018 USPTO China IP Road Shows – Phoenix and Las Vegas (May 2018): *“3 Key Differences and Impacts to Business”*



* 03/01/2018 TrademarkNow One-Hour Briefing (Live Webinar): “*3 Keys to the Emperor’s Kingdom”*

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**2017:**

* 01/31/2018 PLI One-Hour Briefing (Live Webinar): “*Well-Known Trademark in China: What is it, how to get it and how to protect it”*



* 10/17/2017 Global Sourcing Summit (Live Presentations; Hong Kong): “*Legal Strategies: 3 Differences Between US and Chinese Law and How They Impact Your Sourcing”*



* 10/09/2017 IIPLA 2nd Annual Meeting (Live Presentations; Silicon Valley): Session 5 and Session 9 – China IP Strategies and Anti-Counterfeiting Program



* 07/13/2017 PLI One-Hour Briefing (Live Webinar): “*Top Trademark Cases in China: How These Decisions Impact Your Business and Brands”*



* 08/01/2017 Thomson Reuters Western Legal Ed Featured Program: “*China’s Trademark, Branding & Social Media*”



**2016:**

* 09/2016 – “*Trademark Practice in Europe, the United States and China: Navigating These Three Important Jurisdictions*” (Danny Awdeh, Clare Cornell and Amy Hsiao)(London, United Kingdom)
* 07/2016 -- Client Presentations and Onsite Training: “*China Advertising Updates and Key Issues*” (audience: global marketing team and in-house counsel) (Amy Hsiao; Atlanta, GA)
* 07/2016 – “*Doing Business in China – Protecting Your Brand in One of the World’s Most Important and Challenging Jurisdictions*” hosted by Georgia Bar Association (Amy Hsiao, Carolyn Dinberg, and Danny Awdeh)(Atlanta, GA)
* 04/2016 -- Finnegan Webinar “*Cutting it off at the Source: Enforcing design rights against counterfeiters at the border*” (Philip L. Cupitt, Elizabeth D. Ferrill, and Amy Hsiao)
* 02/2016 -- Finnegan Podcast “*Cutting it off at the Source: Enforcing design rights against counterfeiters at the border*” (Amy Hsiao & Beth Ferrill)

**2015 & Before:**

* 10/2015 -- Speaker at the 2015 China Trademark Festival hosted by China Trademark Association “*Trademark Practice Differences between the US and China and key issues for Chinese companies to be aware of when launching brands abroad*” (Amy Hsiao; China)
* 2012-2015: Represented western law firms and brand owners to the China Trademark Office, and China Appeal Board to voice concerns regarding IP issues. (Amy Hsiao; Shanghai/Beijing, China)
* 2012: Selected by Kilpatrick’s key client to accompany its global General Counsel to interview top 10 IP and Corporate law firms in China (Amy Hsiao; Shanghai/Beijing, China)