



# UNITALEN

## ATTORNEYS AT LAW

**■** CONSIDERING EVERY ISSUE FROM THE CLIENT'S PERSPECTIVE,  
TAKING CARE OF EVERY DETAIL OF THE CLIENT'S NEEDS.

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# Firm Profile



Unitalen Attorneys at Law was founded in 1994. The firm is dedicated to protecting the ideas and innovations that drive businesses around the world. As one of the largest intellectual property law firms in China with more than 30 years` of experience in IP law, we offer full-spectral, client-tailored, value-added and cost-effective IP services to our clients.

## Our Offices:

Unitalen's headquarters in Beijing is in close proximity to the State Intellectual Property Office, the State Trademark Office and courts that are central to many issues related to intellectual

property. The firm's 23 offices are strategically located in most of China's leading technology and business centers, providing us greater accessibility to our clients.

## Our Practice:

Unitalen practices all aspects of intellectual property and technology related laws. The services provided by the firm include patent preparation and prosecution, patent litigation, trademark application and prosecution, trademark litigation, copyright registration and disputes, internet domain

name disputes, patent or trademark infringement analysis, trade secrets and unfair competition, anti-counterfeiting proceedings, license negotiation and drafting, intellectual property counseling, and due diligence checks.

## Our Attorneys:

We have 82 lawyers, 285 patent attorneys, 88 trademark attorneys, including former patent examiners, judges, and in-house IP counsels. With extensive knowledge in fields including electrical engineering, computer technologies, biotechnology,

pharmaceuticals, chemistry and chemical engineering, mechanical engineering, and material science, our patent attorneys are well equipped to tackle the issues surrounding IP protection in virtually every technical industry.



# Patent Practice

Unitalen has its patent practice in broad-ranging technical areas including electrical engineering, computer technologies, biotechnology, pharmaceuticals, chemistry and chemical engineering, mechanical engineering, and material science. The firm has an electronic and electrical department, a biotech and chemistry department, and a mechanics and mechanical department for patent prosecution, and a docketing and filing department for procedural services.

The firm has high quality practitioners. Most of our patent attorneys and engineers have Ph.D. or M.S. degrees in various technical areas and many have extensive experience in research and development at major corporations and organizations.

Moot courts may be arranged for some complex cases, through which the litigators can prepare on brief drafting and oral arguments for court proceedings.

Because of the legal significance of evidence in court proceedings, our litigation teams always pay great attention to and are well trained on collection and presentation of evidence.

The firm's litigation department is highly regarded professionally in China and has more than 40 lawyers focused on IP litigation. Of these, four are former judges who are extremely familiar with litigation practices in local courts, and eight have both legal and technical backgrounds, some of whom are also registered patent attorneys.



## Patent Practice

electrical department

127 patent attorneys



mechanical department

77 patent attorneys



chemistry department

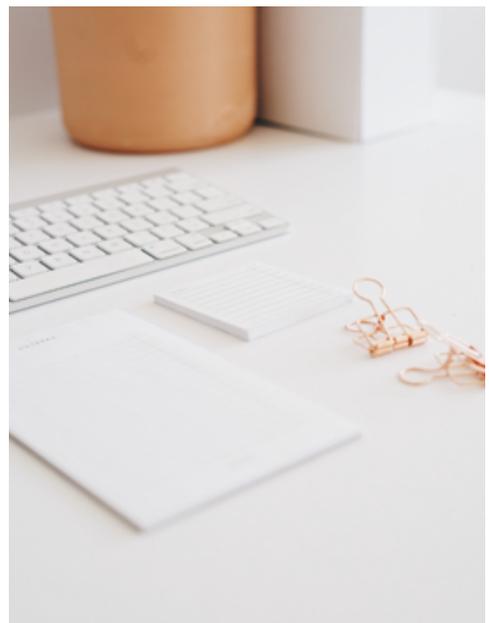
81 patent attorneys



## Quality Patent Drafting

Through extensive patent practice for many domestic and foreign corporations and organizations, the patent attorneys at Unitalen have accumulated extensive experience in the preparation of patent documents based on a thorough understanding of cutting-edge technologies and patent regulations.

With this drafting experience, the patent attorneys at Unitalen are able to establish effective communication with our clients, comprehend the clients' inventions, understand the clients' needs, and provide a flexible and optimal patent drafting services to the clients.





## Professional Translation Process

Unitalen has an excellent team of patent attorneys and engineers to provide high quality translation of patent documents for foreign related patent matters. The patent attorneys and engineers who work on the translation all have solid technical expertise and excellent language proficiency.

To ensure the quality of the translation, the technical specificities of the invention have to be

fully understood by the translator before conducting the translation work. All documents of the initial translation are passed through a double-checking process, the resulting documents are then subjected to a final proofreading for accuracy and accordance with patent law and practice in China. The translated patent documents are then transmitted to the client for approval before filing.

## Efficient Patent Prosecution

All official communications received during the patent examination process are forwarded to the clients in a timely and accurate manner, and further, comments and suggestions are provided to the clients by our professionals for effective prosecution of the patent application based on Chinese law and practice. When necessary, our patent attorneys will proactively communicate with examiners to fully understand the examiner's official opinions and to provide an effective response to the official communications.

Unitalen has 11 experienced former examiners on board, and their experience is a valuable asset for the firm in patent prosecution services. For certain complex or cross disciplinary cases, special working teams may be formed to facilitate prosecution.

## Efficient Filing System

Unitalen has established an efficient and effective computer administration system for patent filing and docketing through a 20 years process of improvement. The computer system reliably and automatically monitors and triggers on filing deadlines and other patent procedures.

All in-coming and out-going documents in the firm are kept both in electronic form and in paper form to ensure security and to improve efficiency. To ensure the safety and security of the system, a real-time updated dual-server system is maintained. Furthermore, a backup server is kept in a branch office to maintain a daily backup of the data from the dual-server system at the headquarters, which could be put into use immediately if the servers at the headquarters were down.

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# Professional and Efficient





## Quality Control System

Unitalen has a patent quality control team consisting of senior patent attorneys with various technical backgrounds. The team is set up to monitor and ensure the quality of patent services, including translation, drafting, prosecution, and patent reexamination and invalidation processes; to research on major issues of patent law and practice and educate the firm's patent attorneys and engineers; and to provide relevant information to clients.

The patent quality control team is also responsible for evaluating and regulating the workload of our patent attorneys and engineers to ensure the quality and maintain the efficiency of our patent services.

# Trademark Practice

The firm has 88 trademark attorneys and comprises a domestic trademark department and an international trademark department. Ranking top on the list of agencies for many years in trademark applications.



## Research on Trademark Matters

Unitalen has a trademark research team of over 20 members focusing on various issues of trademark practice and theory. Our trademark attorneys maintain close communication with the State Trademark Administration and the Trademark Review and Adjudication Board to keep informed on the most recent developments and requirements in trademark proceedings such as examination and review.

## Well-Known Mark Protection

It is of great significance to obtain recognition and protection for well-known trademarks in China. Trademark attorneys and lawyers in Unitalen are highly experienced in recognition and protection of well-known trademarks. The firm has represented clients during the process of acquisition of the recognition of their well-known trademarks through administrative and judicial proceedings.

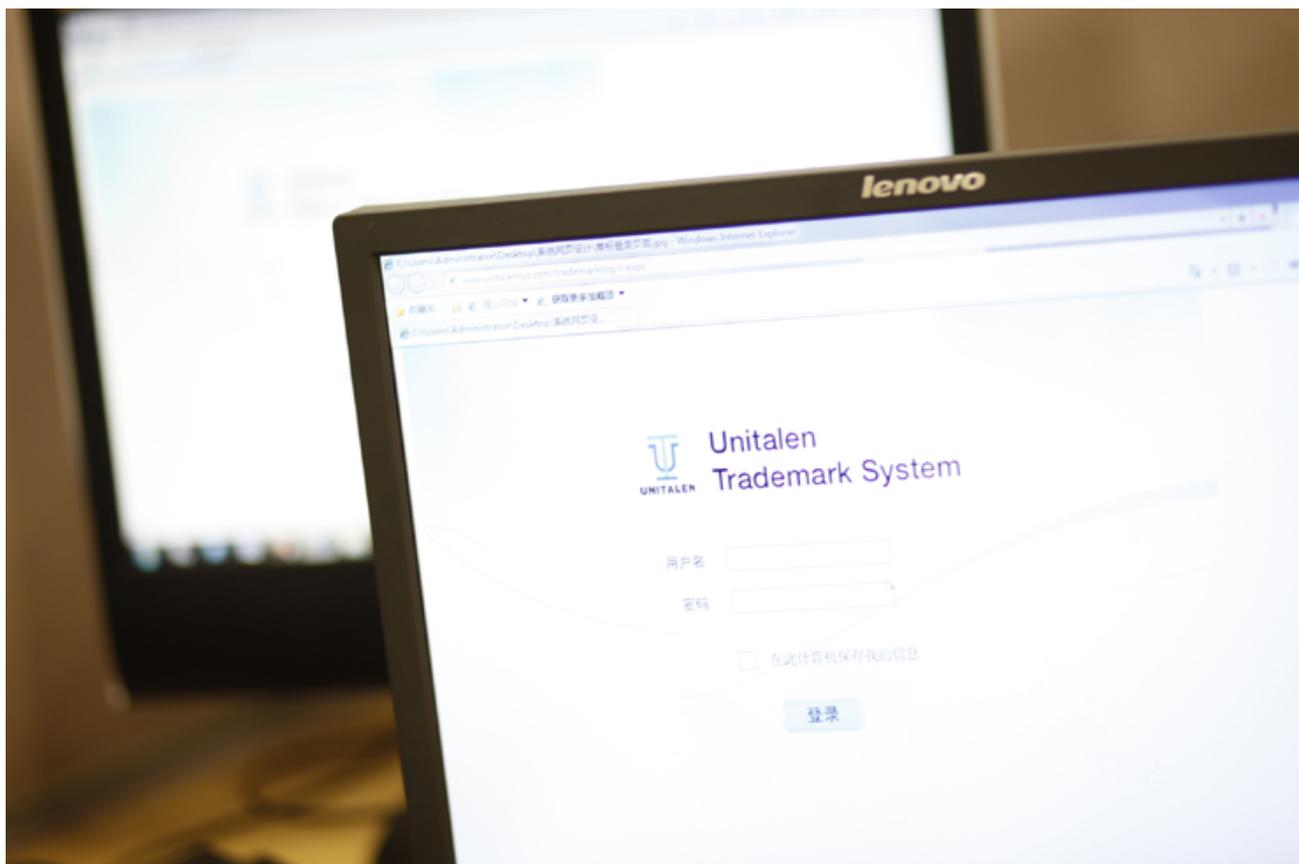


## Quality Trademark Application

Many of our trademark attorneys have extensive experience in trademark applications. About 80% of our attorneys have over five years of experience and about 40% have over ten years of experience. The firm is able to provide quality trademark filing advice on designating and standardizing goods or services of the mark, and to provide effective trademark prosecution advice regarding judgment on similarity of marks and response to office actions.

## Trademark Dispute Resolution

Unitalen has a group of senior trademark attorneys and lawyers to handle matters of trademark opposition and its review, request for review, trademark dispute, trademark cancellation, and trademark administrative adjudication. The firm has maintained a high success rate in such trademark proceedings. For certain complex cases, a special team can be set up to ensure the effectiveness of the proceedings.





## Trademark Counseling

As one of China's largest IP firms with comprehensive capacity in trademark services, Unitalen is able to provide various trademark counseling services for both domestic and foreign clients.

## Professional Trademark Search

Unitalen has a trademark search team to provide comprehensive search reports and professional legal opinions by experienced trademark attorneys. Upon request, the search reports and legal opinions can be provided to the clients in English, German and/or French.



## Trademark Filing

Unitalen has continuously developed its trademark computer management system since its foundation. With over ten years of development, the system has become state-of-the-art for trademark administration. The system is also supported by specialized computer software administrators and programmers. Unitalen is one of the three firms designated for testing the trademark electronic filing project under the State Trademark Administration. Among these three firms, Unitalen is the only firm having

its own advanced software engineers who are able to work directly with the State Trademark Administration. With well-trained administrators, the cutting-edge computer management system is used to maintain deadline management and dynamic monitoring of trademark matters including trademark filing and renewal, and to ensure efficient communication with clients.



## Language Advantages

Many of our trademark attorneys are proficient in various foreign languages including English, Japanese, German and French. Many of our attorneys have overseas education or training experience, and all are able to communicate effectively with foreign clients.

## Trademark Publication Monitoring

Unitalen provides high quality services on trademark publication monitoring. Many large companies and institutions have entrusted their trademark monitoring in China to the firm.

To ensure accuracy, trademark publication monitoring is conducted both automatically by computer and manually. Reports of trademark monitoring can be provided in the languages and the formats requested by the client.



With experience in both IP right acquisition and litigation practice, our litigators have exceptional abilities in trademark and patent litigation, as well as litigation on domain name disputes, copyright disputes and anti-unfair competition matters.

# IP Litigation

With experience in both IP right acquisition and litigation practice, our litigators have exceptional abilities in trademark and patent litigation, as well as litigation on domain name disputes, copyright disputes and anti-unfair competition matters.

Unitalen has a litigation department to handle litigation of disputes on intellectual property rights. Before being engaged in litigation, most of our litigators obtained much experience in patent or trademark prosecution and are skilled in various IP matters.

The firm's litigation department is highly regarded professionally in China and has more than 40 lawyers focused on IP litigation. Of these, 4 are former judges who are extremely familiar with litigation practices in local courts, and 16 have both legal and technical backgrounds, some of whom are also registered patent attorneys.



The litigation department has several well-focused teams including patent, trademark, copyright, unfair competition and trade secrets, and Internet IP rights (including domain name disputes). Team work is highly valued in Unitalen so that the effectiveness of litigation efforts is enhanced by the collective intelligence of the litigation team. Every litigation case is discussed and analyzed as a team.

Moot courts may be arranged for some complex cases, through which the litigators can prepare on brief drafting and oral arguments for court proceedings.

Because of the legal significance of evidence in court proceedings, our litigation teams always pay great attention to and are well trained on collection and presentation of evidence.



## Licensing and Transactions

Unitalen has much experience in technology and IP right transfer and licensing. The firm has successfully handled many matters of IP transactional work and portfolio management. The firm has provided IP counseling services to many clients regarding transfer and licensing in proceedings for mergers of domestic and international enterprises.

# IPR Investigation

In the firm's headquarters, Unitalen has an investigation department with experienced lawyers and investigators carrying out infringement and business investigation. In addition, full-time and part-time investigators are employed in our 23 offices. Thus, an extensive network of investigation on intellectual property rights is formed across the county to facilitate effective communication with local judicial and administrative authorities, and to enhance effectiveness and efficiency of investigation and administrative enforcement.

Moreover, the firm can represent domestic and foreign clients to contact and coordinate with relevant authorities to bring action against criminal conduct of serious infringement on intellectual property rights.





## Professional Activities

Unitalen is also very active in the activities of many professional associations and societies both domestically and globally. Members of the firm have been actively involved in recent revisions of Chinese IP laws, rules and guidelines.

The firm also sponsors the journal of China Intellectual Property which is published in Chinese, English, and Japanese. Attorneys in the firm have published many professional books, research papers, and legal reports.



## **UNITALEN ATTORNEYS AT LAW**

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### **Intellectual Property Services and Network Protection of Major Cities in China**

Beijing Shanghai Hangzhou Wenzhou Jinjiang Hainan Qingdao Shenzhen Changsha Baoding Chengdu  
Zhengzhou Xi'an Chongqing Guangzhou Changchun Dalian Dongguan Suzhou Xiamen Hongkong Shenyang