

Wendy (Wenhsien) Cheng

Partner

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Services

Anti-Counterfeiting & Gray Markets
Brand Licensing & Related
Transactions
Clearance & Portfolio Management
Cross Border Transactions
Greater China Trademarks
Intellectual Property
Trademark, Copyright &
Advertising

Industries

Apparel, Accessories & Luxury
Goods
Consumer Goods
Electronics & Computer
Technology
Financial Institutions
Food, Restaurant & Beverage
Health & Life Sciences
Media & Entertainment
Medical & Surgical Devices
Retail & Consumer Goods
Technology





Wendy (Wenhsien) Cheng is partner in the China Brands team based in our New York office. She advises and manages clients' global trademark portfolios and prepares IP protection strategy for a wide range of businesses, including but not limited to, *FORTUNE 100* technology companies, a *FORTUNE 500* LED manufacturer, a leading hospitality brand, high-end luxury apparel brands, financial institutions, national universities, entertainment companies, and biotechnology companies. She focuses her practice on international trademark and copyright matters, including trademark clearance, brand counseling, trademark prosecution and contested proceedings, anti-counterfeiting, dispute resolution, and litigation, with a specific focus on Greater China, but also including other Asian countries.

Wendy was recognized as a New York "Rising Star" in 2014, 2015, 2016, 2019 and 2020 for Intellectual Property by *Super Lawyers* magazine. She was also recognized in 2022 as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®. Wendy was named a "Trademark Leader" in 2023 and 2024 by *World IP Review*.

Wendy was born and raised in Taiwan and received legal education in both Taiwan and the United States. She is fluent in both English and Chinese. She loves to travel and has visited more than 20 countries worldwide. The diverse background of Wendy allows her to have a great understanding with respect to the differences between Eastern and Western business cultures and provide seamless opinions and recommendations to U.S.-based clients.

Experience

She regularly advises on trademark prosecution/enforcement matters in Greater China, including but not limited to, conducting clearance searches, providing opinions regarding opposition and invalidation actions, drafting demand letters, and forming unique filing strategies in Greater China.

She participates in trademark/copyright litigations in China and has successfully acquired favorable outcomes as well as payment of significant damages from Chinese courts.

She has secured various copyright registrations for Western brands in China.

She works closely with Chinese Customs and has seized a number of unauthorized shipments in China before these counterfeit goods were exported.

She provides enforcement strategies and has successfully taken down infringing contents/goods from third-party websites in China.

She actively participates in a pro bono trademark program provided by our New York office called "Start Small Think Big" in order to help local business owners and start-up companies obtain trademark registrations in the US.

Education

American University, Washington College of Law LL.M. (2006)



National Chung-Cheng University, Chiayi, Taiwan Bachelor of Social Welfare (2005)

National Chung-Cheng University, Chiayi, Taiwan Bachelor of Law (2005)

Admissions

New York (2010)

Court Admissions

U.S. District Court for the Eastern District of New York (2010)

Professional & Community Activities

International Trademark Association (INTA), Member
INTA Bulletins Committee, Member (2024-2025)

New York State Bar Association, Member

New York City Bar Association, Member

Insights

[Publication](#)

Accession to Apostille Convention

July 18, 2024

[News Releases](#)

Kilpatrick Attorneys Named 2024 World IP Review Leaders

July 16, 2024

[Perspectives](#)

6 Key Takeaways | Cross-Jurisdictional Nonuse Actions

March 27, 2024

[News Releases](#)

Kilpatrick Elects Partners and Elevates Counsel for 2024

December 29, 2023

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2023 World IP Review Leaders

October 10, 2023