Sindy Ding-Voorhees

Partner

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Services

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

Industries

- Fashion & Luxury Goods
- Retail & Consumer Goods
- Electronics & Computer Technology
- Food, Restaurant & Beverage
- Media & Entertainment
- Technology

Sindy Ding-Voorhees is co-leader of the firm's US-based China Brands team. She works primarily in our Seattle office and plays a very active role in the expansion and support of the Beijing office. She focuses her practice on trademark, copyright law, and fashion law-related matters, and she has extensive experience in creating brand protection strategies, managing trademark/copyright portfolios, and leading online and offline enforcement programs for the world's renowned brands in Greater China. Her substantial experience with the full range of trademark and copyright issues in China, as well as her bilingual language skills (English and Mandarin Chinese), are dedicated to creating thoughtful brand expansion and protection strategies that adapt to the Chinese market and culture. She is uniquely positioned to bring a Western-style of law practice to solving problems and creating solutions working within a different civil code-based legal regime.

Sindy has substantial experience in addressing trademark infringement issues, pursuing contentious actions with the Chinese administrative bodies, and litigating civil infringement cases with Chinese courts. She not only helps her clients assess risks in every action, but focuses on prioritizing issues and developing big-picture strategies from both legal and business perspectives. She has obtained numerous favorable trademark decisions from the Chinese Review and Adjudication Board, and on appeal from the Beijing Intellectual Property Court. She has represented clients in high-profile, high-stakes trademark and domain name infringement litigation, and has obtained favorable rulings from the Supreme People's Court of the PRC, Beijing Higher Court, and local Intermediate Courts.

Her experience with IP enforcement dates back to when she was in-house at one of the world's leading apparel companies in New York. She has a deep understanding of both online and offline enforcement approaches in

China and helped world-leading retail and consumer goods brands systematically combat counterfeiting issues through litigation and non-litigation resolutions.

Sindy was born and raised in China and received her education in China, France, and the U.S. Her native language is Mandarin Chinese and she is fluent in English and French. In her spare time, she is also a graphic designer and loves fashion design and art. She founded and is the co-director of the Fashion and Art Law Institute in China, which is the first academic center providing thought leadership and practical assistance on issues facing the fashion industry in China. She has also been invited to comment and publish articles on hot legal issues in trademark and fashion law issues in both the U.S. and China by leading fashion media, The Trademark Reporter and Chinese IP think tanks.

Sindy was recognized in 2025 and the four years immediately preceding as one of the "Best Lawyers: Ones to Watch" for Intellectual Property Law by *The Best Lawyers in America*®. She was recognized as a top practitioner in Intellectual Property (International Firms) – China for Expertise Based Abroad in the U.S. in 2026 by *Chambers Global*. Sindy was also recognized as a New York “Rising Star” in 2026 and the four years immediately preceding for Intellectual Property by *Super Lawyers* magazine.

Education

Fordham University School of Law LL.M. (2013) Intellectual Property and Information Technology Law

Wuhan University School of Law, Wuhan, China LL.M. (2012) Legal Theories

Johns Hopkins University School of Advanced International Studies (SAIS), Nanjing, China Graduate Certificate (2011) International Relations

Wuhan University School of Law, Wuhan, China LL.B. (2010) Law and French

Lille II University School of Law, Lille, France Exchange Program (2009) French and European Law

Admissions

Washington (2023)

New York (2015)

Professional & Community Activities

New York City Bar Association, Fashion Law Committee, Co-Chair (2023-2026)

International Trademark Association, Member

China Fashion and Art Law Institute, Founder, Co-Director

Seattle IP Inn of Court, Member

Asian Bar Association of Washington, Member

Insights

Publication

China’s New Trademark Law: What Fashion Brands Must Know

August 25, 2026

Alert

China's Revised Trademark Law: Key Changes You Should Know

August 24, 2026

News

Sindy Ding-Voorhees Quoted in Vogue Business Article, "What are Chanel and Breitling Fighting Over?"

June 9, 2026

News Releases

Kilpatrick Attorneys Earn 102 Rankings in 2026 Chambers USA and Global Guides

June 5, 2026

News

Kilpatrick Named "Top U.S. Fashion Law Firm" for Second Consecutive Year

April 28, 2026