

Shuang Yu

Partner

3 Times Square, New York, NY USA 10036

t 212.775.8763

Unit 1003 Level 10, Yintai Office Tower

No.2 Jianguomenwai Avenue, Chaoyang District, Beijing, China
100022

t +86.21.3175.6189

Lane 2889, Jinke Road, Pudong New District

Suite 904, Building E, Chamtime Plaza, No. 6,, Shanghai, China
201203

t +86.21.3175.6189

syu@ktslaw.com



Services

Greater China Trademarks

Intellectual Property

Trademark, Copyright &
Advertising

Industries

Energy

Health & Life Sciences

Media & Entertainment

Retail & Consumer Goods

Shuang Yu is a partner in the firm's Greater China Brands Practice, advising multinational companies on trademark protection, enforcement, and brand strategy across Mainland China, Hong Kong, and Taiwan. Based in New York, Shanghai, and Beijing, she helps clients navigate the practical and regulatory challenges of operating between the United States and Greater China.

Shuang played a central role in establishing the firm's Beijing office, helping develop its IP team and operational infrastructure. Her practice combines deep familiarity with regional legal systems and a clear understanding of global business priorities, enabling clients to make informed decisions in complex or fast moving environments.

With well over a decade of experience working on matters before Chinese courts, customs, and administrative authorities since 2007, Shuang has assisted clients in thousands of trademark and copyright prosecution, opposition, and cancellation matters. She has helped clients secure multiple well known mark recognitions, including favorable Beijing High Court decisions, and has guided clients in overturning adverse administrative rulings through innovative argumentation and strong evidentiary presentations.

Her enforcement work spans the full spectrum of customs actions, including securing registrations, detaining infringing goods, and facilitating the release of authorized manufacturers' shipments. Shuang also advises on high stakes disputes involving trademark squatters and on brand integrity issues arising from consumer facing incidents in China. She has helped numerous clients obtain trademark rights under urgent and challenging circumstances and has achieved successful settlements at various stages of disputes, from registry level

conflicts to serial infringement actions, using strategic, cost effective approaches that have even resulted in infringers voluntarily paying compensation without going to trials.

Shuang's U.S. experience, including USPTO prosecution related work, TTAB briefing, and federal court motion drafting early in her career, provides her with a practical cross jurisdictional perspective on building and enforcing coherent global brand portfolios.

Her work has earned recognition as an "IP Expert" by *Asia IP*, repeated listings in the *World Trademark Review 1000*, designation as a New York Rising Star by *Super Lawyers*, and inclusion in *Best Lawyers: Ones to Watch* for Intellectual Property Law.

A native Chinese speaker, Shuang is conversational in French.

Education

Central University for Nationalities, Beijing, China B.A. English

Central University for Nationalities, Beijing, China LL.B.

University of Arizona, James E. Rogers College of Law J.D.

Admissions

New York

People's Republic of China

Professional & Community Activities

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

Beijing Bar Association, Member

Arizona Intellectual Property Cyberlaw Society, Member (a former VP)

The Copyright Society of the USA, Member

Insights

[News Releases](#)

With Record-Breaking Numbers, Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2026 World Trademark Review 1000

February 3, 2026

[News Releases](#)

Over 100 Kilpatrick Attorneys Named 2025 Super Lawyers and Rising Stars

November 25, 2025

[News Releases](#)

Kilpatrick Elects 2026 Class of Partners

November 11, 2025

Webinars

Cross-Border Innovation: Essential Trends and Best Practices in Brand and IP Rights Protection

October 1, 2025

News Releases

Kilpatrick Once Again Achieves Most U.S. Attorneys Ranked in 2025 World Trademark Review 1000

February 4, 2025