

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

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 a partner in the firm's Trademark/Copyright Team and is based in the New York office. She also serves as a co-leader of the China Brands Team and is involved in the management, development, and growth of the KTS offices in China as well as KTS' relationship across Greater China. She advises clients on global trademark portfolio management and IP protection strategy on a daily basis, including trademark clearance, brand counseling, trademark prosecution and contested proceedings, anti-counterfeiting, dispute resolution, and litigation, with a particular emphasis on Greater China and other Asian countries. Wendy's practice focuses on representing clients in the technology, higher education, hospitality, and consumer products sectors, helping them protect and enforce trademark and copyright interests across Greater China.

Wendy frequently travels to China, Hong Kong, and Taiwan to support client needs and oversee regional strategy and operations. 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. Her bicultural background and legal education in both Taiwan and the United States give her a strong understanding of the differences between Eastern and Western business cultures, enabling her to provide seamless guidance to U.S.-based clients.

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, 2024 and 2025 by *World IP Review*.

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

Events

Staying Ahead of the Curve: The Emerging Trends You Need to Know about IP Infringement and Enforcement Strategies in the US and China

September 27, 2025

News Releases

Kilpatrick Achieves Record Number of Attorneys Named 2025 World IP Review Leaders
June 5, 2025

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