



Kai Yu

Partner

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Position: Partner

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Language: Mandarin, English

Practice Area: DIGITAL ECONOMY, ARTIFICIAL INTELLIGENCE & E-COMMERCE, INTELLECTUAL PROPERTY, ANTI-UNFAIR COMPETITION, REAL ESTATE AND CONSTRUCTION

Professional Experience

Kai Yu is an attorney with more than a decade of experience based in Shenzhen. He specializes in intellectual property and complex commercial dispute resolution, advising clients on integrated strategies spanning brand rights protection, infringement enforcement, IP compliance, and litigation. His practice covers copyright, trademark, and patent disputes; unfair competition and trade secret litigation; well-known trademark recognition and cross-class protection; e-commerce platform and internet service provider liability; and cross-border e-commerce IP compliance.

Kai Yu advises and represents Tencent, China Resources 999, Vipshop, Boqii, XTransfer, xTool, TRYX, Meiheng Technology, Anhua Optoelectronics, Wansheng Music, and Tianxi Kitchen Appliances. He has handled more than 200 disputes before the Supreme People's Court and courts nationwide.

Kai Yu holds an LL.M. from the University of Edinburgh and a Juris Master Degree from Southwest University of Political Science and Law.

Representative Performance

• Trademark Rights Protection and Well-Known Trademark Recognition

- Represented a Shandong-based food company in a trademark infringement dispute selected as a 2025 Top Ten Typical Case of intellectual property administrative and judicial protection in the Jiangsu-Anhui-Shandong-Henan border region.
- Represented China Resources Sanjiu in multiple trademark infringement disputes, securing well-known trademark recognition and cross-class protection for its "999," "Sanjiu," and "999 Sanjiu Pharma" marks in at least five proceedings — including the first-ever judicial well-known trademark designation for the "Sanjiu" and "999 Sanjiu Pharma" marks.
- Secured punitive damages for China Resources Sanjiu in trademark infringement and unfair competition actions against Jiujiujiu Health Industry, Wangwang Food, and others.
- Represented a leading e-commerce platform in a trademark infringement and unfair competition dispute against a major video streaming service, obtaining a court order requiring the defendant to cease infringement, pay damages exceeding RMB 1 million, and publish a statement for 15 consecutive days on its homepage, Weibo, and official WeChat account to eliminate adverse effects.

• Unfair Competition and Brand Asset Protection

- Represented a pharmaceutical company in an unfair competition dispute against Hengcheng Pharmaceutical. The court recognized the client's product packaging and trade dress as having a certain degree of influence and held the defendant liable for unfair competition. The case was featured in the Guangzhou Baiyun District People's Court 2026 3·15 Special Edition.
- Represented China Resources Sanjiu in a series of unfair competition disputes, securing judicial recognition that the product packaging and trade dress of Ganmaoling, Piyanping (Red), Piyanping (Green), and Taobaibai Collagen Peptide, as well as the Sanjiu enterprise name, possessed a certain degree of influence and were entitled to protection under the Anti-Unfair Competition Law.
- Represented a leading internet company in an unfair competition dispute against Weisou Technology and others, securing a mediated settlement under which the defendants ceased

infringement, paid damages, and published a statement for 15 consecutive days in the Southern Metropolis Daily to eliminate adverse effects.

- Represented a leading community e-commerce platform in an unfair competition dispute against a joint-stock company, securing the first judicial decision holding that a community e-commerce platform does not constitute self-operated e-commerce and that a software technology provider is not the operator of an e-commerce platform.

- **Copyright and Intellectual Property Compliance**

- Represented a health technology company in a copyright ownership and infringement dispute against a joint-stock company. The court found that the images claimed by the opposing party did not constitute copyrightable works and that the accused images were not substantially similar to the works at issue, dismissing all of the opposing party's claims. The case was selected as a 2025 Shenzhen Lawyer Practice Reference Case.
- Advised a cross-border payment company on software copyright compliance audit and remediation, saving the client several million yuan in software licensing fees.
- Represented a cross-border e-commerce client in infringement litigation and temporary restraining order proceedings brought by Roadget (SHEIN). The matter settled for US\$300 — down from an opposing claim of US\$150,000 — and the client's store accounts were unfrozen.
- Advises industry-leading enterprises including Tencent, XTransfer, xTool, TRYX, and Tianxi Kitchen Appliances on specialized intellectual property compliance matters.

- **Patents and Online Infringement**

- Represented Xiaojiu Technology in a series of design patent infringement disputes against a home technology company. The court found that the accused product differed significantly from the patented design in overall visual effect, dismissing all claims.
- Represented a leading laser engraving company in patent infringement disputes and related administrative proceedings against a technology company. The court ruled in favor of the client in multiple proceedings, securing substantial infringement damages.
- Represented a leading e-commerce platform in an online tort liability dispute against an individual. The court found that the opposing party's comic character costume lacked identifiability and was not entitled to portrait rights protection, dismissing all claims.

Social Status

- Practice Mentor, Foreign-Related Rule of Law Pilot Program, Shenzhen University Law School
- Arbitrator, Shanwei Arbitration Commission (Shanwei Shenshan International Arbitration Institute)
- Chair, Intellectual Property Committee, Shenzhen Southwest University of Political Science and Law Alumni Association
- Council Member, Eighth Council, Shenzhen Southwest University of Political Science and Law Alumni Association
- Member, Real Estate Committee, Shenzhen Lawyers Association (11th Session)

Honorary Titles

- Foreign-Related Lawyer Pioneer, Guangdong Provincial Lawyers Association (6th Cohort)
- Top 15 IP Lawyer, 2025 LegalOne Greater Bay Area Legal Awards
- 40 Under 40, 2025 Xinze New Force Lawyer Rankings
- Recommended Lawyer, 2026 Hurun Greater China Legal Services Guide (Intellectual Property)

Working Experience

- 2023–Present Jincheng Tongda & Neal (Shenzhen)
- 2019–2022 Anli Partners (Shenzhen)
- 2016–2018 Jianwei Law Firm (Shenzhen)

- 2013–2015 ZHH Law Firm

Education Background

- LL.M. (with Distinction), University of Edinburgh
- Juris Master (J.M.), Southwest University of Political Science and Law

Publications

- Analysis of the Requirements for Referential Use of Trademarks in E-Commerce Product Information
- Legal Compliance Considerations on the Liu Genghong Phenomenon
- Big Data Analysis Report on Judicial Opinions Regarding Rural Houses in Shenzhen
- Analysis of Compliance Essentials in Primary Land Development
- Implications and Prospects of the "Three-Price Unification" Policy in Shenzhen
- Study on New Rules for Liquidated Damages in Housing Sales Contract Disputes [Shenzhen Lawyers, Issue 92]
- Analysis of Legal Liability for Commercial Banks