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Intellectual Property | Dispute Resolution | Anti-trust & Competition | Telecom, Media & Technology (TMT) | Entertainment & Sports



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Practice Areas

Xiaorong Zhang is a partner of Global Law Office based in Beijing, with expertise in intellectual property and competition law. She has extensive experience in copyright, trademark, trade secret, unfair competition, IP contract litigation, disputes related to work-made-for-hire, and IP-related antitrust legal services.

Litigation Practice: Xiaorong Zhang has represented or participated in numerous complex, challenging, and cutting-edge IP and competition law litigations involving industries such as internet, education, gaming, software, fast-moving consumer goods, electrolyte, and security. Notably: She participated in the dispute over adaptation rights and unfair competition related to Jin Yong's novels, which was rated as one of the Top 10 IP Cases by Chinese Courts in 2019. She led/participated in a series of trademark and unfair competition enforcement actions for a well-known electrolyte beverage brand in China, achieving full success, the series of cases was recognized as a "Typical Case of IP Protection for Chinese and Foreign Enterprises in 2024" by Xinhua Net. In a trade secret dispute between a multinational company and its former employee (which she led), the legal documents addressing the cutting-edge issue of improper acquisition of trade secrets during employment were approved by the court, ultimately facilitating a settlement at the Supreme People's Court in the second instance after a first-instance loss, resulting in compensation to the client from the former employee. She represented a multinational company in a civil lawsuit filed by its former distributor alleging vertical monopoly, and won the case.

Non-Litigation Practice: Xiaorong Zhang has rich experience in non-litigation matters, including: Providing perennial legal counsel services to enterprises, delivering specialized legal services at the intersection of IP and antitrust, assisting enterprises in establishing trade secret management systems, offering IP compliance consulting opinions, supporting enterprises in negotiations and drafting transaction documents for the licensing and transfer of copyrights, trademarks, proprietary technology, patents, and other IP rights, conducting due diligence and providing consultation and transaction documents for corporate IP transactions, and assisting in issuing PRC expert opinions in associated Hong Kong litigation proceedings, etc.

Work Experience

Xiaorong Zhang joined Global Law Office as a lawyer in 2021. Prior to joining Global Law Office, Xiaorong Zhang worked in the Intellectual Property litigation Department of King &Wood Mallesons.

Admission

PRC Bar

Education

Master of Laws (Intellectual Property), Renmin University of China
Bachelor of Laws, Jilin University

Publications

1. Series Articles on Generative AI and Intellectual Property (published on Global Law Office WeChat Official Account and

LexisNexis Legal Insights WeChat Official Account):
(I) Copyrightability and Ownership of AIGC, July 2025
(II) Copyright Infringement Risks of Training Data in the Input Phase of Generative AI, July 2025
(III) Copyright Infringement Risks of Output Content in the Output Phase of Generative AI, July 2025
(IV) Unfair Competition Issues and Related Trademark Infringement Issues Concerning AI Large Models Themselves, July 2025
(V) Other Legal Risk Issues Related to Generative AI and Summary & Recommendations of This Series, August 2025
2. Identification of Damages to the Market Expansion Space of Prior Trademark Owners in Reverse Confusion Shall be Limited to the Goods Approved for Use of Their Trademarks, Global Law Office WeChat Official Account, February 2024
3. Judicial Practice is Divided on Whether Use of a Trademark Before Its Invalidity Constitutes Infringement and Liable for Compensation, Global Law Office WeChat Official Account, March 2023
4. The Exclusive Rights Itself is Not the Object of Antitrust Regulation, Global Law Office WeChat Official Account, November 2022
5. Prohibition of Infringing Registrations by Well-Known Trademarks Applicable to Identical or Similar Goods, Global Law Office WeChat Official Account, November 2022
6. Obligation of Negative Inaction and Post-Contract Collateral Confidentiality Remain After the Agreed Confidentiality Period Expires, Global Law Office WeChat Official Account, July 2022
7. Principals Cannot "Escape" Liability for Infringement of Commissioned Works by Invoking the Legitimate Source Defense, Global Law Office WeChat Official Account, April 2022
8. Reflections on the Draft Amendment to the Copyright Law of the People's Republic of China, King & Wood Mallesons Research Official Account, May 2020
9. Recognition of "New Works" from the "First Case of Copyright in Musical Fountains", IP Lead, August 2018
10. Approaches to Copyright Protection of Variety Show Formats, IP Lead, December 2017

Languages

Chinese，English