



## Xuefeng Cheng

Senior Counsel

+86 10 8587 9199  
chengxuefeng@anlilaw.com

Location:  
Beijing

Language:  
Chinese and English

Qualification:

### Education Background

Industrial Design, Northeast Forestry University

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### Working Experience

2023 Senior Consultant, Beijing Anli Partners

2006 Founding Partner, Beijing Best Hold Intellectual Property Agency Co., Ltd.

1998 Director, Beijing Unitalen Attorneys at Law Co., Ltd.

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### Social Activities

Member, China Trademark Association

General Secretary, Intellectual Property Protection Center, Chinese Culture  
Promotion Association

Director, Intellectual Property Protection Center, China Pilgrimage Culture Research  
Association

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### Areas

Trademark, Patent, Copyright, Trade Secrets, Anti-unfair Competition, and other  
intellectual property legal practice.

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### Key Achievements

Since 1998, he started to engage in intellectual property rights confirmation, infringement protection, and group management. He was well aware of the current situation of intellectual property rights protection in China and was good at working out comprehensive strategies for intellectual property rights protection from administrative rights acquisition, protection of rights, and judicial litigation for clients based on the specific conditions of clients and their intellectual property right. Over the past 20 years, he has handled or instructed the handling of a large number of various intellectual property rights cases of various types and has especially high professional skill in handling complicated and difficult administrative cases or non-litigation cases in the fields of trademark and patent.

Most of the clients served are the world's top 500 companies and enterprises, including Microsoft, Cisco, Honeywell, Hewlett-Packard, 3M, Garrett, Nike, and other large well-known enterprises. Its fast feedback, careful and professional style has also been widely and highly recognized by customers.

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### Personal Honor

Distinguished Lecturer, Powerful Country Intellectual Property College

Distinguished Expert, Xiamen Free Trade Zone Intellectual Property Early Warning  
Center