



DAISY(XIAOXIA) DENG

SUMMARY

- Born and grew up in Guangdong, China.
- Sound education background.
- 15 years PQE.
- Expert in IP and FMCG related legal support.

CONTACT INFO

Mobile:
(086) 15889970011

E-mail:
deng_daisy@163.com

EDUCATION BACKGROUND

University of Pacific McGeorge School of law, California, US
2011.08 – 2012.05
Transnational Business Practice, LL.M

Sun Yat-sen University, PRC
2006.09 – 2008.07
Economic Law & Legal Economics, Master of Law

Sun Yat-sen University, PRC
2000.09 – 2004.07
Law, Bachelor of Law

OCCUPATIONAL HISTORY

VIP.COM (NYSE: VIPS), Senior Legal Counsel
2021.01 - Now
Supporting Procurement and Off-line Shop Operation.

Amway (China) Co., Ltd., Legal Counsel
2015.05 – 2020.12
IP, Projects, and Marketing Support

Schinders Law, Attorney at Law
2008.07 – 2015.04
IP, Foreign investment and Dispute Resolution

Lingnan College, Sun Yat-sen University, Administrative Secretary
2004.07 – 2006.08

LANGUAGE SKILLS

Mandarin (native)
Cantonese (native)
English (fluent)

QUALIFICATION

P.R.C. Bar (2008)

Working experience

IP PROTECTION

- Proficient in intellectual property laws and regulations and practice.
- Served clients from machinery, furniture, electronics, cosmetics, health food, durable goods, retailer and other industries.
- Trademark/copyright/domain names registration, renewal, authorization, transfer and maintenance.
- Trademark opposition, invalidation and judicial review.
- Trademark infringement monitoring, investigation, evidence preservation and follow-up actions.
- IP and unfair competition related litigation, and domain name arbitration.
- Crack down on counterfeits (investigation, evidence preservation, inter-mediation, administrative procedure, civil litigation and/or other legal actions, as case may be).
- Cooperation with customs/AIC on IP protection.
- Assessment of IP infringement risks and advice on mitigation of risks.
- IP protection training.

GENERAL BUSINESS

- Corporate establishment and maintenance.
- Business contract draft, review and negotiation.
- Employment regulation, policies and dispute resolution.
- Data security, personal information and trade secret protection.
- Public relations and government relations.
- Dispute resolution (IP infringement, unfair competition, breach of contract, labor issues, consumer disputes, foreign-relation arbitration, etc.)
- Due diligence on target company in merger and acquisition projects.
- Outside counsel management.

MARKETING SUPPORT

- New products naming and IP protection solution.
- Evaluation on vendors/business partners' qualification .
- Artwork/advertisement/business supporting materials review and comment.
- Legal risks evaluation for promotion activities.
- Off-line shops' opening/closure.
- Cross-boarder e-commerce.
- Live streaming sales regulation.
- After-sales services and customer relation management.
- Deal with professional complainants.

PROJECTS

- Public benefit activities (donation, rural revitalization, etc.).
- Lease of manufacturing line.
- Construction projects (decision on business mode, contacts, negotiations, contractor disputes).

ESG

- Corporate governance (structure of board of directors, etc.).
- Compliance training.
- Internal risk control (scanning and solution).
- FCPA and Anti-commercial bribery.
- Intellectual property protection.
- Diversity, equity and inclusion.