

## Angel J. Luo

Registered Foreign Lawyer  
*(People's Republic of China)*

Intellectual Property

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### Profile

Angel qualified as an attorney-at-law in the People's Republic of China in 2008. She assists in all areas of IP practice, with a particular focus on trademark law. Angel is passionate about helping multinational companies overcome challenges when facing trademark refusals, disputes, squatters, infringement, and customs detention, and she spends her days working hard to help clients with solutions.

Angel was educated in China, Hong Kong SAR, and the U.S.A.; studying diverse legal systems fosters her broader perspectives, enhances her analytical skills, and improves cultural competency for a globalized world. Before joining OLN, Angel worked at a top ten law firm in Beijing and a leading boutique IP firm in Hong Kong; her practices involved IP as well as civil & business law.

Angel is a seasoned trademark lawyer specializing in brand-protection strategies, trademark application, clearance, opposition, cancellations, and invalidation; assisting right owners in negotiation settlements with pirates and helping all parties reach a sufficient and reasonable agreement; coordinating trade investigations; and requesting administrative actions, civil litigation, criminal sanctions, and customs seizure.

Her specialty also includes advising on franchise archival filing, trade secret transaction and protection, copyright infringement and litigation, and handling anti-counterfeiting

enforcement matters involving IPR and anti-unfair competition in China.

In 2024, Angel completed her Master of Laws degree from LMU Loyola Law School, Los Angeles, in the U.S.A. Angel currently serves on the INTA Legislation & Regulation Committee. She has been appointed as a committee member of the INTA Data Committee for the term of 2026-2027.

Angel enjoys cooking, classical music, and hiking.

## Admissions and Memberships

Since 2008 – Admitted to the P.R.C. Bar

2020-2023 – China Trademark Office Subcommittee – the INTA Trademark Office Practices Committee

2024-2025 – Asia Pacific Subcommittee – the INTA Legislation and Regulation Committee

Since 2024 – Notary Public of the State of California

Since 2025 – Hong Kong Registered Foreign Lawyer

## Notable Cases

### Trademark Opposition & Revocation

- Apparel, Jewelry & Cosmetics Sectors  
In the second half of 2024, advised and successfully won seven trademark oppositions and five revocation actions for clients across multiple consumer industries. By submitting compelling evidence of prior rights and demonstrating the applicants' bad-faith conduct, the China National Intellectual Property Administration (CNIPA) revoked the disputed marks under Article 44.1 of the PRC Trademark Law, including cases involving copying or translation of reputable brands without genuine intent to use.
- International Media Corporation – Beijing IP Court  
In early 2025, represented a global media company in revocation litigation before the Beijing IP Court and secured a favorable ruling.  
The Court also recognized the client's trademark as well-known, greatly strengthening the client's enforcement position in China.
- U.S. Footwear Brand – Market Entry Strategy

In mid-2025, assisted a U.S. footwear manufacturer in successfully revoking three bad-faith registrations before the CNIPA, paving the way for the client's lawful brand expansion into the Chinese market.

### **Overcoming Trademark Application Refusals**

- Absolute Grounds Objection Overcome

In mid-2025, convinced the CNIPA to reverse a refusal based on alleged "negative social impact," and the examiner ultimately approved the trademark for registration after our persuasive legal arguments.

- Citation Removed on Review

In August 2025, successfully eliminated a citation in a review of refusal. The cited mark was withdrawn, allowing our client's trademark to proceed to registration without further obstacles.

### **Defending Against Non-use Cancellations**

- Financial Services & Food & Beverage Industries

In late 2025, defended multiple clients in non-use cancellation actions by presenting strong and comprehensive evidence of genuine use.

All targeted trademarks were maintained in the CNIPA register, securing ongoing brand protection for business expansion.

### **Anti-counterfeiting, Enforcement & Customs**

- E-Commerce Platform Takedowns

From late 2024 to early 2025, assisted clients in removing infringing products and unauthorized trademark usage on WeChat online stores and Huaban.com, effectively reducing marketplace confusion and protecting brand reputation in key digital channels.

### **Why These Wins Matter to Clients**

- Proven protection against trademark squatters and copycats
- Faster and safer market entry pathways in China
- Stronger IP enforcement leverage including well-known mark status
- Preservation of brand value and maximum ROI on trademark assets