

Eunice WU

Partner

Intellectual Property | Dispute Resolution



+86 10 5650 0900-8626

xiaoxue.wu@meritsandtree.com

Beijing

Eunice WU is a partner at Merits & Tree. Prior to joining Merits & Tree, Eunice worked in an international law firm and a red circle firm.

Eunice has extensive experiences in IP enforcement and litigation, with the emphasis on the sectors of technology, consumer goods, aerospace, internet, medical devices, AI, etc. She served many multinational technology giants, top VC, top-tier brands, cutting-edge startups and innovators with legal services both in China and overseas. She is especially good at 1) global IP issues, including patents, licensing and brand protection litigation, international arbitration and non-contentious cases; 2) trade secret litigation and advisory work.

A sought-after speaker and commentator, Eunice has presented at international conferences including the 2024 IPBC Asia, where she shared insights on trade secret and AI. And she was selected as WIPR Global Leader as a leading global IP strategist. Eunice has an excellent ability to work bilingually in both English and Chinese. She passed the England and Wales Bar Examination with a high score in one sitting. She also got the qualification of working as a professional translator (the highest level) which is also extensively recognized globally.

Testimonial from clients:

"Eunice is one of the best lawyers I have ever worked with, anywhere in the world, with a keen understanding of business requirements. She is very tenacious, productive and professional. I consider her a trusted advisor."

"Eunice is an outstanding lawyer who is highly professional, diligent, and always puts her clients first. She has a wealth of legal knowledge and experience, and is truly committed to providing the best legal solutions and services to her clients. Eunice is a trustworthy and reliable partner to work with, and I can always count on her to deliver results that exceed my expectations. She is an amazing communicator and listener, and always seeks to fully understand both the legal and business needs of her clients. If you are looking for a lawyer who is intelligent, hardworking, and genuinely cares about your legal matters, then Eunice is the person you want on your side!"

“Her enthusiasm towards her job and helping clients is refreshing to see. Eunice is very smart and patient, but also has a tenacious sense for pushing an adversary or partner when her client’s interests are at stake.”

Achievements

Trade Secrets

- Acted for a top European company (a composite material product manufacturer for Airbus) in its civil trade secret case against its former employee and his new company.
- Advised a top US company in FPC sector in trade secrets protection for its entry into China.
- Acted for a top 2 company in a semiconductor field and its founder in high-profile trade secrets cases in which the top 1 company made allegations in relation to former employee and products’ iterative development;
- Acted for a top Chinese IoT company in its trade secrets disputes against its former executive;
- Acted for a top electric vehicle battery company in its criminal-civil trade secret case against its former employee;
- Advised a top global VC fund in relation to its and its invested companies’ trade secret matters;
- Advised a prominent in-vehicle chip design company in regard to the trade secrets risk assessment and consultations.

Brand Protection and Licensing

- Acted for SD-3C LLC in all legal matters in mainland China, including 1) trademark enforcement program: E-commerce platform infringement monitoring, updates of the latest legislative and judicial trends, complaints, investigations, AIC raids, PSB raids, civil litigation, criminal litigation, etc.; 2) licensing-related consultations; 3) customs enforcement; 4) SEP and antitrust issues, etc;
- Brand protection program for top international luxury brands;
- Advised L’Occitane Group on matters related to the launching of new brands in China, and IP enforcement for the brands;
- Acted for a leading U.S. medical device company in licensing agreement disputes with a Chinese licensee, including international arbitration, patent licensing disputes, and patent infringement disputes;
- Dealt with cross-border licensing issues for pharmaceutical companies;
- Dealt with cross-border licensing issues for gaming companies.

Patent and unfair competition

- Acted for an aviation company for a series of high profile cases on the ownership of patent rights;
- Acted for a top internet company in an unfair competition case against a data analysis (web crawler) tool company for the client’s data rights;
- Acted for a multinational giant in a patent infringement case filed by an NPE involving EDA tool technology;
- Acted for a leading new electrical vehicle industry-related enterprise in high-profile patent infringement cases against its competitor.

Honors

Education

LL.M., University of China University of Political Science and Law

Admissions

PRC Bar

Language

Chinese、English