




YOU LYU
Senior Associate

Trademark Attorney

Speaks: English, Mandarin

 +86 (0)10 8555 2102

 you.lyu@gowlingwlg.com

Primary office: Beijing

You Lyu

You Lyu is a senior associate in Gowling WLG's Beijing office with almost nine years' experience of trademark practice, advising various multinational companies on contentious and non-contentious trademark issues in China. She is heading the TM filing team in Beijing.

A graduate of Beihang University with two degrees of English and Law, You has extensive experience involving trademark portfolio management, prosecution, enforcement strategy,

infringement risks assessment, online anti-counterfeiting, domain dispute resolution, copyright registration and customs recordal. Over the course of her career, she has also acquired experience in litigation, having assisted with evidence collection and preservation in trademark infringement proceedings.

She has passed the PRC bar examination and got the qualification certificate. She is fluent in English and Mandarin.

Expertise

Intellectual Property

Trademarks, Brands & Designs

Career & Recognition

2020

July

Gowling WLG (UK), Senior Associate

2011

Beihang University (Beijing University of Aeronautics and Astronautics), BA

Representative Work

You works with global clients of luxury brands, apparel, automobile, food and beverages, education, financial services and pharmaceutical sectors. She helps clients in devising and implementing tailored strategies for trademark protection in China.