



Haodong Zhong

ASSOCIATE

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OVERVIEW

Haodong leverages his intellectual curiosity and bilingual background to assist clients in managing and protecting their trademarks internationally.

Haodong primarily focuses his practice on trademark portfolio management, especially for multinational companies who need to protect and manage international marks and brands. In addition to helping clients secure and maintain their trademark rights, he also handles trademark litigation before the Trademark Trial and Appeal Board (TTAB), as well as domain and copyright disputes. Haodong works with clients in a wide variety of industries, with experience that ranges from fashion, music, and entertainment to healthcare, pharmaceuticals, and software.

Born and raised in China, Haodong approaches trademark law from a truly international perspective. He regularly helps domestic clients secure and protect trademarks overseas, collaborating with local counsel across Europe, Africa, and Asia. Naturally, he works particularly often with trademark rights in China, where he's fluent in both the language and the culture. Haodong also serves as a point of contact for foreign attorneys who need guidance on U.S. trademark matters, bridging cultures and legal systems with ease.

As an undergraduate, Haodong was exposed to computer programming languages through his research in applied mathematics. The experience sparked an interest in the intellectual property behind programming, and his passion for philosophy made him a natural law student, thanks to a fascination with legal theory. During law school, an internship assisting major designer fashion brands with trademark protection showed him how much he enjoyed the intricate detail

Services

Advertising & Marketing

Copyrights

Intellectual Property

Intellectual Property Counseling

Software Development & Licensing

Trademarks

and nuance of trademark law. A former judicial intern in the Southern District of New York, Haodong thrives on the complex legal research necessary to get clients the answers they need.

Clients comment that Haodong brings a sense of fun and energy to the legal process: while he takes his work seriously, he doesn't take *himself* seriously, and he loves getting to know clients personally. Haodong understands that law is a service business, and he deeply values relationships, taking the time to understand clients and their brands.

Experience

- Managed trademark portfolios for domestic and international clients by creating brand-protection strategies, conducting trademark clearance searches, handling multi-jurisdictional disputes, combating counterfeit goods, coordinating with foreign counsels, and initiating TTAB cancellations.
- Handled domain name enforcement matters, including drafting and filing UDRP complaints.
- Advised Greater China clients on U.S. trademark issues and U.S.-based clients on legal and cultural matters in Greater China.

Education

- J.D., Fordham University School of Law
 - *Fordham Environmental Law Review*, Notes & Articles Editor
 - *The Fordham Law Moot Court Board*, Associate Competition Editor
 - Archibald R. Murray Public Service Award
- B.A., Vanderbilt University
 - Triple Major in Math, Philosophy, and Economics
 - *magna cum laude*
 - Dean's List (all semesters)
 - Shirley Lachs Award for Excellence in Philosophy

Admissions

- Tennessee

Community Leadership

Haodong has provided pro bono work for a writers' organization known as The Porch. He also values the opportunity to mentor both undergraduate and law students, helping them make career decisions and set themselves up for success in law school.