



Haodong Zhong

ASSOCIATE

NASHVILLE, TN

PHONE: 615.949.2285

EMAIL: HAODONG.ZHONG@HUSCHBLACKWELL.COM

OVERVIEW

Haodong is a bilingual intellectual property attorney whose practice spans international trademark portfolio management, AI governance, and emerging technology law. Drawing from a rigorous mathematical background combined with a client-centered approach, he helps businesses protect their brands and navigate the legal complexities of artificial intelligence.

Haodong leverages his intellectual curiosity and bilingual background to assist clients in managing and protecting their trademarks internationally. His practice centers on trademark portfolio management for domestic and multinational companies, helping clients secure and maintain trademark rights across a wide variety of industries — from fashion, music, and entertainment to healthcare, pharmaceuticals, and software. He also handles trademark litigation before the Trademark Trial and Appeal Board (TTAB), as well as domain and copyright disputes. Having lived in many countries, and fluent in Chinese language and culture, Haodong brings a truly international perspective to his work, regularly collaborating with local counsel across Europe, Africa, and Asia to help domestic clients protect their marks overseas. He also serves as a point of contact for foreign clients navigating U.S. trademark matters, bridging cultures and legal systems with ease.

Haodong's foundation in applied mathematics gives him a distinctive edge in navigating the rapidly evolving legal landscape surrounding artificial

Services

- Advertising & Marketing
- Artificial Intelligence
- Copyrights
- Intellectual Property
- Intellectual Property Counseling
- Software Development & Licensing
- Trademarks

HUSCH BLACKWELL

intelligence. He counsels clients on AI governance frameworks, helping them develop responsible AI policies and compliance programs that address emerging regulatory requirements. His technical fluency also positions him to advise on AI software matters, including licensing, development agreements, and intellectual property ownership questions that arise when AI tools are used to create or manage content. Drawing on his technical background, Haodong assists clients in resolving AI-related disputes where the intersection of technology and law demands both analytical rigor and creative thinking. He also brings practical experience in prompt engineering to bear on client matters, helping them understand how to harness AI tools to improve operational efficiency while structuring their AI use in a way that minimizes legal risk.

Clients note 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 enjoys getting to know clients on a personal level. Haodong understands that law is a service business, and he deeply values developing client relationships and truly understanding their business needs and goals.

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.



2025 Pro Bono Achiever