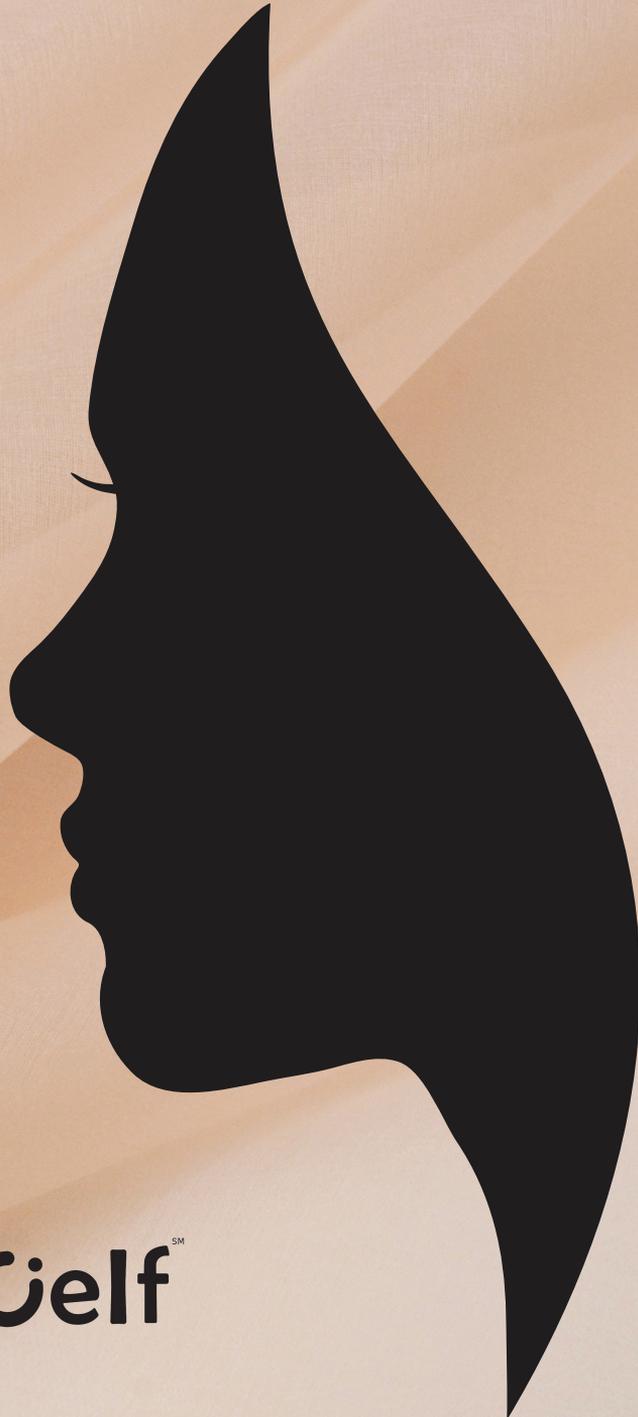


Women in IP Leadership

Celebrating achievements and continuing
the empowerment of women



Sponsored by

InnoCelfSM

We give special thanks to Innocelf for their dedication and support in continuing the empowerment of women in IP by facilitating this opportunity.

This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.

This segment is sponsored by Innocelf, who, like *The Patent Lawyer*, are passionate to continue the empowerment of women. Innocelfs' sponsorship enables us to remove the boundaries and offer this opportunity to all women in the sector. We give special thanks to Innocelf for supporting this project and creating the opportunity for women to share their experiences, allowing us to learn from each other, to take inspiration, and for continuing the liberation of women in IP.



Sponsored by **InnoCelf**SM



Innocelf is proud to sponsor this segment as a women-led organization. The world of intellectual property is constantly evolving, and women are leading the way with different skills and perspectives. We need more women in leadership positions in the world of IP to support rising female entrepreneurship across the globe.

Women have much to offer the world of IP, from law practices to legal tech. Increasing diversity in IP will reflect diversity in innovation and inventorship. Innocelf will continue to support them in their efforts to make a difference.



If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.

Lena Shen: Senior Partner, Dakun IP Law firm

An interview: inspirations, experiences, and ideas for equality.

Lena graduated from Beijing Foreign Studies University and Queen Mary University of London with a master's degree in IP laws.

Lena started her career in IP in 2000 and is a senior partner of Beijing Dakun Law Firm and Dakun IP Agency Co., Ltd. She has rich experience in trademark prosecution and litigation and is well-trusted by her clients.

Lena was ranked as World's Leading Trademark Professionals by World Trademark Review (WTR) during 2019-2022 for prosecution and strategy and received the title of Gold Medal Trademark Attorney awarded by the China Trademark Association in 2019. She is also active on the stage for IP forums at home and abroad. She was the first chair of CET 8 (Asian Issues Group) of FICPI and served this duty from 2015-2022 and has been a bureau member of AIPPI since 2018. She also serves as Deputy Director of International Communication and Development Committee of the China Trademark Association and is a member of the IP Dispute Mediation Committee.

What inspired your career?

When I started my career in IP back to 2000, after I graduating from university, not many of my classmates and friends knew what a trademark attorney or patent attorney was. At that time, I was not sure whether an IP attorney was a good career option and what destination it would lead to; however, I felt it very cool to point at this or that brand to my friends when walking on the street, telling them I registered them for their owners.

One characteristic of a career in IP that I particularly like is that you keep learning and your value increases with your age so it can be a life-long career.

Gradually I found that IP is very important not only to a company but also to a country.

In addition, IP is very international. There have been many international treaties of IP. Cross-border IP protection is very common. So, an IP attorney is a very international profession which is another attractive characteristic to me. I like to communicate with colleagues from all over the world and to help my clients with their IP protection globally.



“
**Keeping
 curious and
 interested
 in what you
 are doing
 will inspire
 you to keep
 learning
 and keep
 improving.**
 ”

All in all, to step into this career might be an accident but to stay in is by choice and I never regret for my choice.

How have you found the pathway to your current position? And can you offer advice from your experience?

I think first of my current position. My working time can be divided into three parts, my firm work which is my bread-and-butter job as a senior partner of Dakun IP Law Firm, my international association work as a Bureau member of AIPPI and an active member and previous Asian Matters Group chair of FICPI, and my Chinese domestic professional association work for China Trademark Association. The latter two are voluntary positions. I enjoyed all of them though sometimes I am too busy. I am glad to see the clients' problems solved with our help and I am proud to be part of the force likely to promote and push forward the IP protection system globally.

Looking back on my pathway from a green-hand in IP into an experienced IP attorney, I think curiosity, an open mind and dedication are the most important characteristics that have led all the way to today's me.

It is said that curiosity is the best teacher. Very true. Keeping curious and interested in what you are doing will inspire you to keep learning and keep improving.

Being open-minded can bring you more and better solutions and give you chances to know more people. In return, you will get more help and support in your career path.

Dedication to what you do is very important to guarantee the quality and efficiency of the work. Focusing is a craftsman's spirit, which is not easy but rewarding.

If asked, I would like to advise young people: it is not a problem to look around and try different things at the beginning but once you decide what to do, focus! After you spend 10,000 quality hours on whatever you are doing, I am sure you will become an expert in your field. Additionally, don't always seek quick success and instant benefits and remember all that you want will come to you when you are ready.

What challenges have you faced? And how have you overcome them?

The biggest challenge I had is to learn management skills, one for time management and the other for office management.

In IP, you always have many deadlines to catch, and clients always have urgent matters needing your quick attention and response. How to best use your time to efficiently handle everything is a challenge. I am still learning but one experience to share is to focus: focusing on one job at one time often is more efficient than multitasking.

The role change from being an attorney to taking on a management role was another challenge. I am not a strict person and I feel it difficult to scold others even when they make mistakes. As a manager, sometimes you will need to be strict. As years pass, I am still not a strict manager but setting up clear, reasonable and feasible rules in advance is more important in the firm management, I think.

What would you consider to be your greatest achievement in your career so far?

The achievement I value most in my career is to have won the trust and respect of not only the clients but also my peer colleagues. I also harvested good friends from all over the world.

Another important achievement is the self-growth both professionally and personally. I feel more mature and calmer facing life in recent years. That's probably what people call wisdom gained from getting older.

What are your future career aspirations? And how will you work to achieve them?

I joined Dakun IP Law Firm in July this year, which was founded by my partner, Mr. Yakai Shi. Mr. Shi is a more experienced attorney in IP, and very smart. We certainly would like to provide the best services to our client and to make Dakun a successful firm and more successful, which is our first goal, and to make Dakun a pleasant place to work in and work with. But we also have another holy grail, which is to assist 100 SMEs in their IP planning and protection and to see them grow and develop. Some day we can proudly say that we have participated in and contributed to their success. We will feel very proud and satisfied when we achieve this goal.

In order to achieve what we wish to achieve, we need to work hard, to expand our client base, and be more professionally and financially successful so that we will have a greater ability to do what we want to do. SMEs often need more help but, generally speaking, have less financial capacity in the early stages.

What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

I am a member of the EDI (equality, diversity and inclusive) committee of FICPI. EDI is important. Many international organizations, such as WIPO, AIPPI and so on have organized or is organizing special committees to promote it.

In the Chinese IP profession, women are big players, especially in the trademark field, more women than men. But if you look at the leadership of the firms, IP offices, courts, etc., you will find men are dominating. I wish to see

more female leaders in the IP profession. We, women, are the same smart as men.

Certainly, EDI is more than sex equality and inclusion. I hope the whole world, in whatever field, in whichever corner, will become more open to accepting diversity. I believe it will be achieved when more people become involved and concerned and begin to promote.

How do you think the empowerment of women can be continued and expanded in the IP sector?

I strongly believe and support the empowerment of women.

At AIPPI we have the Women in IP reception every year, and in China, we have a special wechat group called "Mulan in IP". "Mulan" is a heroine in ancient China and there is a Hollywood movie with "Mulan" as the title telling the story of heroine Mulan. In "women in IP" and "Mulan in IP", we help and support each other; we ask questions in the group and share information and experience in the group. We do not regard each other as competitors but as good buddies and allies.



“ I hope the whole world, in whatever field, in whichever corner, will become more open to accepting diversity. ”

Sponsored by

InnoCelfSM

The Patent Lawyer
GLOBAL REACH, LOCAL KNOWLEDGE
www.patentlawyermagazine.com

Newsletter

STAY UP TO DATE WITH THE LATEST IP NEWS

SIGN-UP TO OUR NEWSLETTER