

SHUFENG ZHENG



CONTACT

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EDUCATION

<p>Peking University Since 2018.9 – present</p>	<p>● Ph.D. Student School of Law ➤ Major in Intellectual Property Law</p>
<p>University of Hong Kong 2017.9 - 2018.6</p>	<p>● Master of Common Law ➤ Main Courses: Copyright and Creativity, Intellectual Property Innovation and Development, Hong Kong Intellectual Property Law</p>
<p>Peking University 2016.9 - 2018.7</p>	<p>● Master of Law ➤ Major in Intellectual Property Law</p>
<p>Southwest University of Political Science and Law 2012.9 - 2016.7</p>	<p>● Bachelor of Law ➤ GPA 3.8 Ranking 1 ➤ Honor: Advanced Academic Individual, Excellent Graduate</p>
<p>University of British Columbia 2014.8 - 2014.12</p>	<p>● Exchange Student School of Law ➤ Main Courses: Intellectual Property Law, Insurance Law</p>

PUBLICATON & RESEARCH

Publications

- <Digital online music in China – a “laboratory” for business experiment> on <Technological Forecasting & Social Change> (joint work, third author)
 - Mainly discussed current market and various business models of online music market in China.
- <The Analysis and Countermeasures of the Profit-Problem for Online Music Platforms in the Post-Copyright Protection Era> (《版权保护后时代互联网音乐平台营利问题的分析与对策——数字版权许可模式改进与新商业模式之探索》) on <Science Technology and Law> Issue6 2017 (《科技与法律》)
 - Mainly discussed current online music market in China and legal issues about copyright license.
- <The introduction of (The Defend Trade Secret Act) and its enlightenment to China> (《美国商业秘密保护最新立法阐释及其对中国的启示》) on <Electronic Intellectual Property> Issue10 2016 (《电子知识产权》)
 - Mainly discussed the background, content and possible effect on China of <the Defend Trade Secret Act (2016)>
- <Risk Analysis and Recommendations for Protection of Business Method Patent> (《商业方法专利保护的风险分析与建议——从商业方法与商业方法专利的界定出发》) on <Peking University Intellectual Property Review 2016> (《北大知识产权评论2016》)
 - Mainly discussed the potential risk of business method patent in China and related suggestions.
- Publish project report <Online Music in China> on website <https://www.create.ac.uk/online-music-in-china/> (joint work, partly wrote and revised by Dr. Xiaobai SHEN)
- Short Papers (Chinese) published on website of Peking University Science and Technology Law Research Center: <Indian New Intellectual Property Policy <National Intellectual Property Rights Policy>>, <Introduction of <Defend Trade Secrets Act of 2016> in U.S. >, <Chinese Patent Boom and the Analysis of Rubbish Patent Problem>, <Copyright Issues on Online Games>, <Multiple Value and Legal Protection of Personal Data>

Research Projects

Convergence or Differentiation in IP Protection Strategies and Business Models? —The Case of China (Joint with the University of Edinburgh) (2016.10 – 2018.2)

- Wrote the report (English) about Chinese music industry in English and an academic paper (joint work);
- Gave presentations about music license and music & film industry during workshops in Peking University and the University of Edinburgh.
- Help to organize academic conference held in Peking University.

Feasibility study on key legal issues of promoting transformation of scientific and technological achievements in Beijing (2018.8 –2019.1)

- Wrote the report (Chinese) discussing key issues regarding litigation on promoting transformation of scientific and technological achievements in Beijing, including the ownership of service innovation (the feasibility of mixed ownership of scientific and technological achievements), compulsory license (forced transformation of scientific and technological achievements) etc.

Research on issues regarding intellectual property law protection of Marine genetic resources in regions beyond national jurisdiction (2018.10-2019.5)

- Wrote the report (Chinese) discussing about issues regarding intellectual property law protection of marine genetic resources in regions beyond national jurisdiction including the disclosure requirement for generic resource, introduction of IGC's relevant work etc.

Evaluation on personal information protection of 100 internet application products (2018.12-2019.3)

- Translate and proofread (translation proofreading group leader) Chinese project report <Evaluation Report on Personal Information Protection of 100 Internet Application Products Worldwide> into English.

XU Guangqi program 2018 “Connected Health and data protection: comparison France/Europe and China” (2018.6-2018.11)

- Gave presentations about legal issues for telehealth industry in Peking University and University Paul Sabatier discussing legal issues in telehealth industry, including medical data protect condition and liability distribution.

EXPERIENCE

Applied Research Centre for Intellectual Assets and the Law in Asia, Singapore Management University

Since 2019.8 – present

Research Associate

- Do research about Asian intellectual property law and related topics.
- Do the preparation work for workshops or seminars.

Science and Technology Law Research Center of Peking University

2016.9 – 2017.6, 2018.6 – 2019.6

Research Assistant

- Took the preparation work for workshops (including lectures given by inviting experts) and conferences (Intellectual Property and Technology Law Forum (2017, 2018, 2019) etc.)
- Examined articles and published several articles about Intellectual Property Law on the official website

Legal Clinic in Canada

2014.9 - 2014.12

Law Student Legal Advice Program (Vancouver, Canada)

- Visited Chinatown in Vancouver to provide legal advice for needed persons every two weeks
- Helped one Chinese apply a complaint to the Vancouver Employment Standard Branch asking for payment.