

THE 2016 A-CAPP CENTER BRAND PROTECTION HERO

JACK CHANG

Jack Chang, Vice Chairman of the Quality Brands Protection Committee (“QBPC” www.qbpc.org.cn). He was one of the founders of the QBPC and was elected as the Chairman from 2003 to 2013 and served as the Honorary Chairman from 2014 to June 2015. Jack is now the Special Counsel to the Chairman of L Brands International. He was the Corporate Senior IP Counsel for Asia for General Electric Company from 2006 to 2014. Before then, he served Johnson & Johnson (“J&J”) for 17 years. Jack was relocated to Shanghai, China, in Jan. 1998 to set up the Asia/Shanghai Office of the Corporate Law Dept. of J&J. Later he set up and led the IP Protection Office of the J&J operating companies in China in addition to his responsibility as the Corporate Assistant General Counsel in Shanghai. Jack served as a pro bono IP Advisor to the Shanghai IP Administration from 2007 to 2014. His comments were adopted into the Chinese Trademark Law, Patent Law, Product Quality Law. Jack was selected by the Managing IP as one of the 50 IP figures in 2006, 2007, 2008, 2010, 2011, 2012, 2013 and 2014. In 2012, Jack was awarded by the Global Anti-counterfeiting Group the prize of Personal Achievement of The Year in Anti-Counterfeiting.

