

Helen Su

Partner

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Helen (Hui Lun) Su is the leader of Alston & Bird's China practice and concentrates her practice on cross-border litigation, arbitration, and related strategy counseling with an emphasis on intellectual property, product liability, and commercial disputes. Her practice also encompasses corporate finance, mergers, acquisitions, joint ventures, and international business transactions involving the U.S., China, Hong Kong, and Europe. She has extensive experience representing Chinese companies from a variety of industries and technologies, including consumer electronics, rare earth manufacturing, medical devices, light emitting diodes (LEDs), liquid crystal displays (LCDs), semiconductors, chemical products, health care, biotech, medical device, and insurance.

Helen's dedication to her Chinese clients earned her recognition as an Intellectual Property Foreign Expert for China by *Chambers Global* 2017 and 2018.

Before moving into private practice, Helen worked several years in China as general counsel to a multinational display maker company listed on the Hong Kong Stock Exchange. This unique experience allows Helen to counsel on and solve clients' problems from both a legal perspective and a strategic business perspective.

Helen is a frequent speaker on IP issues, product liability, director and officer liability, and international arbitration in China, Hong Kong, and the U.S.

Representative Experience

U.S. District Court Litigation

- Represented Jarden Corporation in a design defect product liability litigation. *Tower Insurance Company of New York v. Jarden Corporation, et al.*, No. 1:15-cv-00405 (E.D. Cal.).
- Represented Libratone Inc. in a patent infringement matter related to broadcast communications and the transmission of digital information. *Adiona IP LLC v. Libratone Inc.*, No. 1:18-cv-00719 (D. Del.).
- Represented Edan USA Inc. in a series of patent infringement litigation involving the apparatus, device, and method for obtaining electrocardiograms. *My Nemesis LLC v. Edan USA Inc.*, No. 3:17-cv-03817 (N.D. Cal.); *My Nemesis LLC v. Edan Medical USA Inc.*, No. 3:18-cv-00620 (S.D. Cal.); *My Nemesis LLC v. Edan USA Inc.*, No. 3:17-cv-01926 (N.D. Cal.).
- Representing Taishan Gypsum Co. Ltd. in a high-profile Chinese drywall product liability litigation pending before the Eastern District of Louisiana as a multidistrict litigation seeking classwide damages.
- Representing BOE Technology America Inc. in responding to a subpoena issued by MiiCs & Partners America Inc. in a patent infringement lawsuit filed in the District of Delaware.
- Representing Jarden Corporation, Sunbeam Products Inc. (dba Jarden Consumer Solutions), and Foshan Shunde Toppin Electrical Technology Co. Ltd. in a product liability suit concerning a space-heater fire.
- Representing Jarden Corporation and Sunbeam Products Inc. (dba Jarden Consumer Solutions) in a product liability suit concerning an electric-toaster fire.

- Representing Guangzhou Great Power, Energy & Technology Co. Ltd. against product liability claims involving personal injuries and a house fire allegedly caused by the explosion of rechargeable batteries used in an e-cigarette device.
- Representing Big O Tires (multiple entities) and American Omni Trading against product liability claims involving severe injuries from the explosion of a Chinese-made tire while being mounted.
- Representing PICC in defending a bad-faith claim filed by Tractor Supply Company and intervening in the underlying catastrophic personal injury lawsuit against TSC.
- Representing JVC Americas Corporation. *Norman IP Holdings LLC v. Lexmark International Inc., et al.*, No. 6:11-cv-00495 (E.D. Tex.).
- Represented defendant Formosa Epitaxy Inc. *Bluestone Innovations Texas LLC v. Formosa Epitaxy Inc., et al.*, No. 2:10-cv-00171 (E.D. Tex.).
- Represented defendant Haier Group Corporation. *CYBERSitter LLC v. The People's Republic of China, et al.*, 805 F.Supp.2d 958 (C.D. Cal.).
- Representing plaintiffs Richtek Technology Corp. and Richtek USA, Inc. (parallel state court case: *Richtek Technology Corporation v. uPI Semiconductor Corporation, et al.*, No. 1:11-cv-192991 (Superior Court of California, County of Santa Clara); Representing plaintiffs Richtek Technology Corp. and Richtek USA Inc.). *Richtek Technology Corp., et al. v. uPI Semiconductor Corp., et al.*, No. 3:09-cv-05659 (N.D. Cal.).
- Representing Elan Microelectronics Corp. *Elan Microelectronics Corp v. Pixcir Microelectronics Co. Ltd.*, No. 2:10-cv-00014 (D. Nev.).
- Representing Clevo Corporation. *Clevo Corporation v. Hecny Shipping Limited*, No. 2:09-cv-09135 (C.D. Cal.).
- Represented Jiawei entities. *Nichia Corp v. Jiawei North America Inc., Jiawei Technology (HK) Ltd., and Shenzhen Jiawei Industries Co. Ltd.*, No. 2:09-cv-00346 (E.D. Tex.).
- Represented Elan Microelectronics Corp. *Elan Microelectronics Corp. v. Apple Inc.*, No. 5:09-cv-01531 (N.D. Cal.).
- Represented Ours Technology Inc. *Ours Technology Inc. (OTi) v. Data Drive Thru Inc.*, 645 F.Supp.2d 830 (N.D. Cal.).
- Represented Proview entities. *Positive Technologies Inc. v. BenQ America Corp., et al.*, No. 2:07-cv-00067 (E.D. Tex.).
- Represented NineStar Management Co. Ltd. and its affiliates. *Seiko Epson v. Glory South Software Manufacturing Inc., et al.*, No. 3:06-cv-00236 (D. Or.).
- Represented Proview International Holdings Ltd. and its subsidiaries. *Hitachi Ltd. v. Proview International Holdings Ltd., et al.*, No. 3:05-cv-02305 (N.D. Cal.).
- Represented Proview International Holdings Ltd. and its subsidiaries. *Guardian Industries Inc. v. Dell Inc., et al.*, No. 1:05-cv-00027 (D. Del.).
- Represented Elan Microelectronics Corp. *Avago v. Elan Microelectronics Corp.*, No. 5:04-cv-05385 (N.D. Cal.).

U.S. International Trade Commission 337 Investigations

- Representing Zhejiang Aike Appliance Co. Ltd. *Certain Hand Dryers and Housings for Hand Dryers*, Inv. No. 337-TA-1015.

- Representing Jiangsu Shagang Group and Jiangsu Shagang International Trade Co. Ltd. *Certain Carbon and Alloy Steel Products*, Inv. No. 337-TA-1002.
- Representing Robstep Robot Co. Ltd. *Certain Personal Transporters, Components Thereof, and Manuals Therefor*, Inv. No. 337-TA-935.
- Representing Sinowell (Shanghai) Co. Ltd. *Certain Light Reflectors and Components, Packaging, and Related Advertising Thereof*, Inv. No. 337-TA-924.
- Representing AmTran Logistics Inc. and AmTran Technology Co. Ltd. *Certain Integrated Circuit and Products Containing the Same*, Inv. No. 337-TA-920.
- Representing Shandong Yongtai Chemical Group Co. Ltd. *Certain Tires and Products Containing Same*, Inv. No. 337-TA-894.
- Representing AmTran Logistics Inc. and AmTran Technology Co. Ltd. *Certain Consumer Electronics with Display and Processing Capabilities*, Inv. No. 337-TA-884.
- Representing Yantai Zhenghai Magnetic Material Co. Ltd., Earth-Panda Advance Magnetic Material Co. Ltd., and Ningbo Jinji Strong Magnet Material Co. Ltd. *Certain Sintered Rare Earth Magnets, Methods of Making Same and Products Containing Same*, Inv. No. 337-TA-855.
- Representing respondents AmTran Technology Co. Ltd. and AmTran Logistics Inc. *Certain Integrated Circuits, Chipsets, and Products Containing Same Including Televisions*, Inv. No. 337-TA-822.
- Representing respondents Haier Group Corporation and Haier America Trading LLC. *Certain Products Containing Interactive Program Guide and Parental Control Technology*, Inv. No. 337-TA-820.
- Represented complainant Elan Microelectronics Corp. *Certain Electronic Devices with Multi-Touch Enabled Touchpads and Touchscreens*, Inv. No. 337-TA-714.
- Representing complainants Richtek Technology Corp. and Richtek USA Inc. *Certain DC-DC Controllers and Products Containing Same*, Inv. No. 337-TA-698.
- Represented respondent Zhuhai Gree. *Certain Inkjet Ink Supplies and Components Thereof*, Inv. No. 337-TA-691.
- Represented respondents Unity Opto Technology, Formosa Epitaxy Inc., Exceed Perseverance Electronic Industry Co. Ltd., and Lucky Light Electronics Co. Ltd. *Certain Short-Wavelength Light Emitting Diodes, Laser Diodes and Products Containing Same*, Inv. No. 337-TA-640.
- Represented complainants ATEN International Co. Ltd. and ATEN Technology Inc. *Certain Switches and Products Containing Same*, Inv. No. 337-TA-589.

Professional & Community Engagement

- Chinese Filial Piety Association, founder and honorary chairman
- Chinese Business Lawyers Association West Coast, officer
- International Bar Association
- CIETAC (China International Economic and Trade Arbitration Commission), arbitrator
- SHIAC (Shanghai International Arbitration Center), arbitrator
- Chinese Arbitration Association (Taipei), arbitrator

Recognitions

- *China Business Law Journal*, “A-List of China’s Elite 100 Lawyers (Foreign Firms)” (2019)
- *China Business Law Journal*, “A-List of China’s Elite 50 Lawyers (Foreign Firms)” (2018)
- *Chambers Global*, Intellectual Property Foreign Expert for China (2017 and 2018)
- *Silicon Valley Journal*, “40 Under 40” (2016)
- *Silicon Valley Journal*, Top 100 “Women of Influence” (2014)

Education

- University of California, Los Angeles (LL.M., 2002)
- National Taiwan University (B.L., 1998)

Languages

- Mandarin
- English

Admitted to Practice

- California
- New York
- District of Columbia
- Dubai International Financial Centre (DIFC) Courts, with rights of audience
- Solicitor of the Senior Courts of England and Wales

Related Services

Health Care | Insurance | Technology | Payment Systems | Connected & Autonomous Vehicles | Intellectual Property | Intellectual Property Litigation | International Arbitration & Dispute Resolution | Products Liability | Corporate & Business Transactions | International Litigation | China Business Team | International Trade & Regulatory | ITC Section 337 | Mergers & Acquisitions | Committee on Foreign Investment in the United States (CFIUS) | Export Controls | Legislative & Public Policy | Intellectual Property - China Business Team | Intellectual Property Litigation - China Business Team | Patents - China Business Team