



Huan Yang

Director of Legal & Expert Services

BEIJING, CHINA

Schedule a Consultation

Bio

20 years of Online-to-Offline Brand Protection

Huan Yang is a seasoned brand protection and IP enforcement leader with over two decades of experience supporting multinational companies across the Asia-Pacific region. He currently serves as Director of Legal & Expert Services at MarqVision, where he oversees global legal operations, including test purchases, online-to-offline investigations, raids, customs actions, civil litigation, and anti-counterfeiting strategy for international brands.

At MarqVision, Huan leads worldwide enforcement programs, manages complex investigative workflows, and partners closely with internal teams, clients, investigative agencies, law firms, and law enforcement authorities. His work spans China, the U.S., Europe, South Korea, and ASEAN, combining legal expertise with MarqVision's AI-powered technology to disrupt sophisticated counterfeit networks.

Previously, Huan was Head of Brand Protection for Asia Pacific, Japan, and Greater China at Cisco, directing major investigations into counterfeit hardware, unauthorized channels, and software piracy while shaping regional policy and representing the company in key industry associations.

Before Cisco, he served as Senior Brand Protection Manager, APAC at LVMH, supporting more than 20 luxury maisons with coordinated enforcement strategies and extensive law enforcement collaboration. His earlier roles include IP Manager at Associated British Foods (AB Mauri) and trademark and enforcement work at Rouse.

Fluent in Mandarin and English, Huan is widely recognized for operational excellence, strategic leadership, and deep expertise in global anti-counterfeiting programs.

Education & Certifications

Bachelor of Arts, English

LLB in Intellectual Property

Bar - People's Republic of China

Trademark agent - People's Republic of China

Experience

Former Cisco, LVMH, Associated British Foods

Publications

[World Trademark Review](#), June 27, 2025

[Storytelling at Cisco](#) (May 6, 2020)

[News report about workshop between Vietnam DMS and LVMH](#)

[Cisco and Alibaba Collaboration](#) (co-author)

[Alibaba AACA Quote for Cisco](#)

Languages

English, Mandarin