

Ziyong “Sean” Li

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Overview

Sean represents clients in litigation and disputes where innovation, technology, brands, and business value are at stake. His experience spans patent, copyright, trademark, trade secret, and related commercial litigation involving intangible assets such as code, content, data, know-how, reputation, and market position. He has worked on matters across a wide range of technologies, products, and creative assets, including semiconductor architecture, memory systems, autonomous vehicle technology, wireless communications, camera design, footwear, motorcycles, copyrighted works, and fashion brands.

Sean represents clients through every stage of litigation, from early case strategy and resolution through trial and appeal. He develops the factual and legal record that drives case outcomes by identifying what matters most when a dispute is tested. His work combines disciplined case development with trial-focused judgment, helping clients narrow the issues, strengthen their litigation posture, and present the strongest version of their case in court.

Drawing on his litigation experience, Sean also advises clients on how to avoid disputes before they become lawsuits, manage litigation risk when conflict is unavoidable, and address critical aspects of high-stakes transactions. He helps clients assess potential exposure, preserve strategic options, and make business decisions with an informed view of how those decisions may be scrutinized in litigation.

Sean majored in physics and minored in psychology.

Representative Matters

- Represented Surron in a design patent infringement case involving its electric off-road motorcycle, securing a complete trial victory after a one-week jury trial. Directed and cross-examined design expert witnesses for both parties at trial. The jury found that the defendants infringed the design and acted willfully in launching competing products.
- Represented Rokid, Inc. as lead counsel in Fu v. Rokid, Inc. (N.D. Cal.). Successfully defended a technology company in an employment dispute alleging discrimination and retaliation, while addressing complex export-control considerations in a cross-border context. The representation also involved protecting the company's trade secrets and obtaining evidentiary sanctions against the plaintiff for discovery misconduct, including spoliation of evidence. The case resolved on highly favorable terms for the defendant.
- Represented ASUSTek Computer in a federal bench trial involving semiconductor design in the Eastern District of Texas, delivering the opening statement and conducting the direct examination of the client's technical expert.
- Represented SHEIN in multiple copyright, trademark, design and privacy matters, and successfully guided disputes toward early and favorable resolutions.

Credentials

EDUCATION

- University of Washington School of Law, 2011, Juris Doctor
- Peking University, School of Transnational Law, Master of Law in Intellectual Property Law
- Peking University, Bachelor of Science in Physics (major) and Psychology (minor)

BAR & COURT ADMISSIONS

- California
- Washington
- United States Patent and Trademark Office
- Certified Information Privacy Professional/United States (CIPP/US)

Memberships

- Member, American Intellectual Property Law Association
- Member, International Association for the Protection of Intellectual Property

News & Insights

- Benesch Represents ASUSTeK in Federal Patent Appeal - Featured in Law360
  June 18, 2025 | Media Mentions
- Exploring First Amendment and Editorial Judgment Protections for Large Language Models
  July 15, 2024 | Client Alerts & Insights
- The Potential Applicability of Section 230 of the Communications Decency Act in Search Engines in the AI Age
  June 14, 2024 | Client Alerts & Insights
- Rethinking Copyright Law: The Case for Protecting AI-Generated Content and Rewarding Those Who Truly Know What They Want
  May 13, 2024 | Client Alerts & Insights
- Sean Li published article in Law360 | "AI Takes Transformers Beyond Robots in Disguise"
  January 30, 2024 | Contributed Content & Presentations
- Sean Li mentioned in Law360 | "Benesch Adds Ex-Quinn Emanuel IP Pro In San Francisco"
  September 2, 2022 | Media Mentions
- Benesch Adds Intellectual Property/3iP Partner in San Francisco
  August 31, 2022 | Press Releases