



Investigation

For Avek IP LLC

June 2, 2026

AUGMENTED INFORMATION

Geopolitics | Intelligence | Investigations

Patent Owner Exhibit 2041
IPR2025-01231



Table of Contents

Introduction..... 2

Executive Summary 4

Basic Information on Key Targets and Shenzhen Neewer 5

Connections Between Key Targets and Shenzhen Neewer 7

Appendix A: List of Sources 9

Appendix B: Site Visit Findings 10

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Introduction

Avek IP LLC (“the Client”) is seeking to obtain information and supporting evidence regarding certain entities and individuals in China. As part of this matter, the Client instructs Augmented Information (“AI”) to conduct an investigation into the following entities and key individual principals:

Key Targets

- Shenzhen Ronglida Technology Co Ltd (深圳市荣力达科技有限公司) (“Shenzhen Ronglida”) (deregistered in 2025)
 - DUAN Qingqing (段晴晴), the legal representative and sole shareholder of Shenzhen Ronglida.
 - LIU Qinmin (刘庆敏), the supervisor of Shenzhen Ronglida.

During the investigation, AI utilized the following methods.

- Conducted discreet inquiries into the above targets.
- Conducted discreet inquiries with sources associated with Shenzhen Neewer, for example current / former employees, distributors, suppliers, industry peers, office building management, etc.
- Conducted discreet site visits to the identified addresses related to the targets and Shenzhen Neewer.

This report summarizes the findings of our investigations.



Executive Summary

Principals are Shenzhen Neewer's Employees

Investigation found that the two principals of Shenzhen Ronglida Technology Co Ltd (深圳市荣力达科技有限公司) ("Shenzhen Ronglida"), namely DUAN Qingqing (段晴晴, "Duan") and LIU Qinmin (刘庆敏, "Liu"), are employees of Shenzhen Neewer.

Inquiries with former employees of Shenzhen Neewer found that Duan is the financial manager of Shenzhen Neewer. She has been working at Shenzhen Neewer for over a decade. She is also appointed as the designated contact person for Shenzhen Xingyingda Industry Co., Ltd. (深圳市星颖达实业有限公司), a wholly owned subsidiary of Shenzhen Neewer, according to publicly available corporate registration records.

Liu is a veteran staff within the financial department of Shenzhen Neewer. She worked alongside Duan and is responsible for accounting, auditing, and internal financial operations.

Duan and Liu are considered middle management at Shenzhen Neewer.

Integrated Operation with Shenzhen Neewer

Shenzhen Neewer adopted a strategy of using affiliate companies to register multiple Amazon stores to sell its products under the brand NEEWER to increase its market reach and brand exposure on Amazon. This is a method to circumvent Amazon's restriction on store/seller account registration and to protect its brand and operations on Amazon.

Former employees of Shenzhen Neewer confirmed that Shenzhen Ronglida was established by Shenzhen Neewer to create Amazon stores to sell its products. Shenzhen Ronglida did not have its own operations team. Its business was handled by the e-commerce team of Shenzhen Neewer, which has around a hundred employees.

In addition, Duan and Liu work full-time at Shenzhen Neewer's office. No source reported that these individuals have external business or run their own e-commerce businesses.



Basic Information on Key Targets and Shenzhen Neewer

Shenzhen Ronglida Technology Co Ltd (深圳市荣力达科技有限公司)

According to the Guangdong Administration for Market Regulation (AMR), Shenzhen Ronglida Technology Co Ltd (深圳市荣力达科技有限公司, “Shenzhen Ronglida”) was registered in Shenzhen City, Guangdong Province (广东省深圳市) on November 2, 2017. The company was formerly known as Shenzhen Hexing Mold Manufacturing Co., Ltd. (深圳市和兴模具有限公司) until April 2018. Before that, the company was known as Shenzhen Xinyuanda Logistics Co., Ltd. (深圳市信远达物流有限公司).

DUAN Qingqing (段晴晴, “Duan”) was the legal representative, executive director, general manager and sole shareholder of the company. LIU Qingmin (刘庆敏, “Liu”) was the supervisor of the company. The company had a registered capital of CNY 30,000 (approximately USD 4,417). Investigation found that both Duan and Liu are employees at Shenzhen Neewer Technology Co Ltd (深圳市纽尔科技有限公司, “Shenzhen Neewer”). Please refer to the **Connections Between Key Targets and Shenzhen Neewer** section for further details.

The company was deregistered on December 11, 2025. As of the company’s deregistration, Shenzhen Ronglida’s registered address was at Room 1313, Block B, Xincheng Plaza, Puxia Road, Henggang Subdistrict, Longgang District, Shenzhen City (深圳市龙岗区横岗街道埔厦路新城广场 B 座 1313 室). The company also had a registered operating address at Room 101, Building 1, Jiatian Industrial Park, Hebei Industrial Zone, Hualian Community, Longhua Street, Longhua District, Shenzhen (深圳市龙华区龙华街道华联社区河背工业区佳田工业园 1 栋 101). Please refer to the **Appendix B** for site visit details.

Several former employees of Shenzhen Neewer suggested that the deregistration of Shenzhen Ronglida may have been due to the closure of its online store. However, no sources interviewed were aware of any information related to the reason for the closure.

Shenzhen Neewer Technology Co Ltd (深圳市纽尔科技有限公司)

Shenzhen Neewer Technology Co Ltd (深圳市纽尔科技有限公司, “Shenzhen Neewer”) was registered in Shenzhen City, Guangdong Province (广东省深圳市) on October 25, 2011. LIU Caiying (刘彩英) is the legal representative, executive director and holds a 20% stake in the company. WANG Jun (王军) is the general manager of the company and holds a 40% stake. KE Yan (柯雁) is the supervisor and holds a 40% stake in the company.

Shenzhen Neewer specializes in the R&D of peripheral equipment and software for the photography and videography industry. Its product range includes cinematic lighting, flashes, microphones, and camera supports. Headquartered in Shenzhen, China, the company maintains a global presence through branches and subsidiaries in the United Kingdom, Germany, and multiple Chinese cities. Marketed under the “NEEWER” brand, its products are distributed globally through major e-commerce platforms, including Amazon, eBay, and JD.com (京东).^{1,2}

According to a former employee of Shenzhen Neewer, the company is managed by Wang Jun. Liu Caiying does not participate actively in management. She is reportedly the mother-in-law of Wang Jun.

Shenzhen Neewer’s registered address was at Room 3001, Yuecai City (North Plot) Office Building, No. 3008, Taibai Road, Dongxiao Community, Dongxiao Sub-district, Luohu District, Shenzhen City (深圳市罗湖区东晓街道东晓社区太白路 3008 号悦彩城 (北地块) 写字楼 3001). Source inquiries confirmed that Shenzhen Neewer maintains its administrative office on the 30th Floor, T2 Office Building, Yuehai City, Luohu District, Shenzhen City,

¹ <http://neewer.cn/>

² <https://m.zhipin.com/napi/zpssrseo/companys/f6d26c37e0ab4b1c1X160t26.html>



Guangdong Province (广东省深圳罗湖区粤海城 T2 写字楼 30 楼), which is the same address as its registered address. Its manufacturing operations are conducted at Unit 401, Building A, Chaojie Industrial Park, Pingshan District, Shenzhen City, Guangdong Province (广东省深圳市坪山区坑梓街道金沙社区光辉路 1 号超捷工业园厂房 A 栋 401). Please refer to the **Appendix B** for site visit details on Shenzhen Neewer's administrative office and operational site.



Connections Between Key Targets and Shenzhen Neewer

Source inquiries confirmed that all of the key targets are affiliated with Shenzhen Neewer. Duan and Liu, two principals of Shenzhen Ronglida, are mid-level managers of Shenzhen Neewer. Their affiliated companies are shell companies established by Shenzhen Neewer for the purpose of registering online stores on Amazon or other e-commerce platforms to sell its products under the brand NEEWER.

Principals are Shenzhen Neewer's Employees

The investigation found that the two principals of Shenzhen Ronglida, namely Duan and Liu, are employees of Shenzhen Neewer.

Duan Qingqing

Several former employees of Shenzhen Neewer confirmed that Duan is a financial manager of Shenzhen Neewer. She has been working at Shenzhen Neewer for over a decade. Duan is considered middle management at Shenzhen Neewer. She is primarily responsible for financial management of Shenzhen Neewer and is considered having certain level of decision-making authority within the department.

In addition, according to the corporate filings of Shenzhen Xingyingda Industry Co., Ltd. (深圳市星颖达实业有限公司, "Shenzhen Xingyingda"), a wholly owned subsidiary of Shenzhen Neewer, Duan was appointed as the designated contact person for Shenzhen Xingyingda on December 31, 2025.³ According to one former customs specialist of Shenzhen Neewer, Shenzhen Xingyinda is an affiliate of Shenzhen Neewer specializing in production.

Source inquiries found that Duan was not involved in the daily operations of Shenzhen Neewer's e-commerce business, nor was she involved in the management of Amazon stores affiliated with Shenzhen Neewer.

Liu Qingmin

Several former employees of Shenzhen Neewer confirmed that Liu is a veteran staff within the financial department of Shenzhen Neewer. She worked alongside Duan and is responsible for accounting, auditing, and internal financial operations. Liu is considered middle management at Shenzhen Neewer and one of the core members of the financial department of the company. She joined the company before 2019.

Source inquiries found that Liu was not involved in the daily operations of Shenzhen Neewer's e-commerce business, nor was she involved in the management of Amazon stores affiliated with Shenzhen Neewer.

Integrated Operation with Shenzhen Neewer

Source inquiries found that Shenzhen Neewer adopted a strategy of using affiliate companies to register multiple Amazon stores to sell its products under the brand NEEWER to increase its market reach and brand exposure on Amazon. Because Amazon restricts each legal entity to operate only one store (seller) on the platform, Shenzhen Neewer needed to establish multiple companies to register extra Amazon stores (sellers).

Several sources also pointed out that this is a strategy for Shenzhen Neewer to protect its NEEWER brand by having its employees establish companies to register Amazon stores (sellers). One former operations manager at Shenzhen Neewer stated that, under this strategy, if one or two Amazon stores (sellers) accounts were involved in trouble, the company's operations and sales activities would not be severely affected.

Several former employees of Shenzhen Neewer confirmed that Shenzhen Ronglida was established by Shenzhen Neewer to establish Amazon stores to sell its products. According to one former customs specialist of Shenzhen

³ <https://www.qcc.com/firm/ab7eb0869f907c14de898dc25f1386e0.html>



Neewer, Shenzhen Ronglida did not have its own operation teams. Its business was handled by the e-commerce team of Shenzhen Neewer, which has around a hundred employees.

All sources confirmed that Duan and Liu work full-time at Shenzhen Neewer's office. No source reported that these individuals have external business interests or run their own e-commerce business.

***** End of Report *****



Appendix A: List of Sources

During the investigation effort, AI investigators conducted discreet interviews with confidential sources.



Appendix B: Site Visit Findings

Address Associated with Shenzhen Ronglida

The investigation identified the following addresses associated with Shenzhen Ronglida:

- Room 1313, Block B, Xincheng Plaza, Puxia Road, Henggang Subdistrict, Longgang District, Shenzhen City (广东省深圳市龙岗区横岗街道埔厦路新城广场 B 座 1313 室) – registered address of Shenzhen Ronglida (Address A)
- Room 101, Building 1, Jiatian Industrial Park, Hebei Industrial Zone, Hualian Community, Longhua Subdistrict, Longhua District, Shenzhen, Guangdong Province (广东省深圳市龙华区龙华街道华联社区河背工业区佳田工业园 1 栋 101) – former registered address of Shenzhen Ronglida (until March 29, 2018) (Address B)

AI investigators conducted site visits to the above addresses. Address A was located in Xincheng Plaza (新城广场), which is a residential building. Address B at the former Jiatian Industrial Park has been replaced by a primary school since 2018. No traces of operations of Shenzhen Ronglida were identified at either address.

The following are photos taken during the site visits.

Room 1313, Block B, Xincheng Plaza (Address A)



Figure 1 Outside View of the Building



Figure 2 The Entrance of Building B



Figure 3 View of the 13th Floor



Figure 4 The Entrance of Room 1313



Room 101, Building 1, Jiatian Industrial Park (Address B)



Figure 5 Surrounding View of the Target Address



Figure 6 Surrounding View of the Target Address



Figure 7 Surrounding View of the Target Address



Figure 8 Surrounding View of the Target Address



Address Associated with Shenzhen Neewer

The investigation identified the following addresses associated with Shenzhen Neewer:

- 30th Floor, T2 Office Building, Yuehai City, Luohu District, Shenzhen, Guangdong Province (广东省深圳罗湖区粤海城 T2 写字楼 30 楼) – office operations of Shenzhen Neewer
- No. 401, Building A, Chaojie Industrial Park, No. 1 Guanghui Road, Jinsha Community, Kengzi Street, Pingshan District, Shenzhen City, Guangdong Province (广东省深圳市坪山区坑梓街道金沙社区光辉路 1 号超捷工业园厂房 A 栋 401) – production base of Shenzhen Neewer

AI investigators conducted site visits to the above addresses. Site visits confirmed that Shenzhen Neewer is operating normally at the above addresses. The 1st to 5th floors of Building A inside the Chaojie Industrial Park are business premises occupied by Shenzhen Neewer. The following are photos taken during the site visits.

30th Floor, T2 Office Building.



Figure 9 Outside View of the Building



Figure 10 Outside View of the Building



Figure 11 Entrance of T2 Office Building



Figure 12 View of the Building's Hallway



Figure 13 View of the 30th Floor



Figure 14 Entrance of Shenzhen Neewer's Office

No. 401, Building A, Chaojie Industrial Park



Figure 15 Outside View of the Industrial Park



Figure 16 Entrance of Building A



Figure 17 Entrance of Shenzhen Neewer's Office



Figure 18 Inside View of Shenzhen Neewer's Office



I declare under penalty of perjury under the laws of the United States of America that the forgoing is a true and correct recitation of the findings of our investigation.

Executed on June 2, 2026



Signature

Tom Niu

Name