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OVERVIEW

GE Aidi joined NTD in 1996 and became a qualified trademark attorney in 1998. In her twenty-nine years practice, she has handled and supervised a large number of trademark prosecution and contentious cases on behalf of multinational clients, many of them are among "Global 500" corporations. She has successfully obtained recognition of well-known trademark before trademark administrative authorities and court for a number of international clients. Ms. Ge provides strategic counseling to both domestic and international clients. Her rich experience helps her to provide tactical advice oriented to client's individual needs and the Chinese business environment. She is adept at providing practical and efficient solutions to complicated trademark disputes in cost-effective manner.

EDUCATION AND TRAINING:

- University of New Hampshire (2010)
- University of International Business and Economics (L.L.M. 2005)
- Beijing University of Chemical Technology (B.S. 1992)

PROFESSIONAL AFFILIATIONS:

- Deputy Director of International Exchange And Development Committee of China Trademark Association(CTA)
- Non-traditional Trademark Committee of International Trademark Association (INTA)
- MARQUES

WORKING LANGUAGE

English, Mandarin

AWARDS:

- WTR 1000 Recommended Individual 2014-2025
- Asia IP 2021-2024 IP Experts
- 2024 Mainland China, Hong Kong SAR and Macao SAR –IP: Trademark Recommended Individual by Lexology Index
- China Trademark Association "Trademark Gold Medal Individual" (2019)