



Greta XUE

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OVERVIEW

Greta Xue graduated from Beijing Jiaotong University and joined the Intellectual Property Department of CCPIT Patent and Trademark Law Office in 2019. Prior to this, she worked at a prestigious Hong Kong law firm specializing in intellectual property law. Ms. Xue's core areas of expertise are intellectual property law, with a particular focus on trademarks and copyrights. Since 2006, she has assisted numerous internationally renowned enterprises in handling IP-related matters both domestically and internationally, including trademark prosecution, customs recordation, copyright issues, and litigation.

With over 18 years of professional experience, Ms. Xue has developed extensive practical expertise and a diversified legal perspective. Additionally, she is dedicated to providing strategic support for domestic companies in their overseas IP portfolio development. Ms. Xue helps clients design and implement innovative and constructive intellectual property protection solutions, earning widespread recognition and acclaim.

EDUCATION AND TRAINING:

- Bachelor of Law, Beijing Jiaotong University
- AAA Certificate of Well-Known Trademark Brand Evaluation (2024)

WORKING LANGUAGE

English, Mandarin

REPRESENTATIVE CASES:

- MILLIKEN & COMPANY
- 7-ELEVEN, INC.
- SEKIGUCHI CO., LTD.COSTCO
- MATSUSHITA ELECTRIC APPLIANCE CO.,LTD
- CK ASSET HOLDINGS LIMITED
- TCC GLOBAL N. V.
- Circle K Stores Inc.
- ICA A.B.
- PHILIPPE CHARRIOL INTERNATIONAL B.V.
- QEELIN HOLDING LUXEMBOURG
- FONTERRA BRANDS (AUSTRALIA) PTY LIMITED
- DANIEL SMITH INC.
- COHERENT, INC.
- MHCS

