



Ming ZHU

- Senior Counsel
- Trademark Attorney

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OVERVIEW

Mr. Zhu Ming entered the intellectual property legal service industry in January 2003 and joined NTD in 2025, responsible for market management in China. Over the past 22 years, he has been engaged in intellectual property consulting and customer service, serving nearly 1,000 clients covering various industries.

Based on the actual situation of different clients, he can help them formulate the most appropriate intellectual property protection plans, and has unique insights especially in the field of overseas intellectual property protection for Chinese enterprises. With long-term experience in intellectual property, he can provide the most feasible professional suggestions according to clients' actual needs, match the best service team, and offer comprehensive and high-quality services in intellectual property right confirmation, rights protection and even strategic planning, thus winning deep trust from clients.

EDUCATION AND TRAINING:

- The First National Trademark Agent Training Course of the State Administration for Industry and Commerce and China Trademark Association (2004)
- School of Economics, Hebei University (Bachelor's Degree in International Economics, 1998-2002)

PROFESSIONAL AFFILIATIONS:

- Vice President of the Trademark Agency Branch of China Trademark Association
- Deputy Director of the Industry Development Committee
- Deputy Director of the Discipline and Rules Committee
- Deputy Director of the Academic Committee for Typical Cases
- Deputy Director of the Administrative and Judicial Exchange Committee
- Member of the Madrid Working Committee
- Senior Consultant of the Trademark Talent Pool of China Trademark Association

WORKING LANGUAGE

English, Mandarin

REPRESENTATIVE CASES:

- Has been handling Air China's trademark right confirmation work for over 20 years, successfully cracked down on the squatting of "Air China" and "Phoenix Pattern" in trademark opposition cases, and identified the two trademarks as well-known trademarks;
- Handled the registration of the "Bordeaux" geographical indication;
- Handled the registration of Huawei's HarmonyOS series trademarks;
- Handled the obstacle removal and trademark registration for core categories of trademarks such as "Yuanda" and "CGE" of China Grand Enterprises;
- Assisted Midea Group in completing the global layout of the "COLMO" trademark;
- Handled the global trademark layout for Geely Holding Group

AWARDS:

- 2025 Top Talent of the Trademark Talent Pool of China Trademark Association;
- Tencent Excellent Trademark Agent;
- Honorary Lecturer of "IP Class";
- Star Gold Lecturer of "Mozlen Class".

SELECT SEMINARS & EVENTS:

- Delivered a keynote speech on "Trademark Registration and Protection in the Metaverse World" at the China Intellectual Property Annual Conference in December 2022;
- Invited by the Guangxi Market Supervision Bureau in November 2023, served as a lecturer to hold the "Trademark International Registration and Protection Talent Training Course" in 8 cities of the autonomous region;
- Participated as an observer in the 22nd Session of the Legal Development Working Group of the Madrid System for the International Registration of Marks of the World Intellectual Property Organization together with representatives of the State Intellectual Property Office and delivered a speech in October 2024;
- Represented China Trademark Association to accompany WIPO officials on a visit to enterprises in Xi'an and carried out Madrid work research activities in November 2024.