



Ming Zhu

Head of China Desk | Senior Trademark Agent

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About Ming Zhu

Mr. Ming Zhu joined Chang Tsi & Partners as the Head of Asia-Pacific in October 2015. Ming has focused his practice on providing trademark and patent consultation for Chinese companies for over 14 years. Mr. Zhu works with more than 1000 clients of various sizes in different industries including aviation, pharmaceuticals, manufacturing and toys. He has represented clients to secure intellectual property rights in many jurisdictions, including Asia, North America and Europe. His competency lies in his profound understanding of the culture and intellectual property needs of Chinese clients who are expanding in overseas markets. Ming Zhu is fluent in English and Chinese.

Practice Areas

- Provided comprehensive strategic consultation for large Chinese companies, including Air China, on their intellectual property protection.
- Represented clients from the United States on patent prosecution matters in China.
- Represented a nutrition supplement manufacturer in Hong Kong to manage its IP portfolio in mainland China.

Professional Experiences

- Head of China Desk, senior trademark agent, Chang Tsi & Partners, Beijing, China (2015—Present)
- Deputy Manager, Beijing Fang Shi Intellectual Property Agency Co., Ltd., (2005—2015)
- Assistant of Founding Partner of Beijing Ya Ye trademark Law Office (2003-2005)

Education

- B.A. in Economics, Hebei University (2002)

Selected Awards

- Elite-Class Trademark Specialist in 2023 Trademark Talent Pool of China Trademark Association

Representative Cases

- Comprehensive planning, management and implementation of intellectual property portfolio for Air China.
- Formulation and implementation of intellectual property protection scheme for China Grand Enterprise.
- Lead Intellectual Property Counsel in Greater China for Hin Sang Hong Company, Ltd.
- Founding member of the Legal Service Department of Geographical Indications Committee