环球律师事务所
GLOBAL LAW OFFICE

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Intellectual Property | Dispute Resolution



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Practice Areas

Geoffrey Zha is a highly accomplished attorney specializing within the complex realm of intellectual property law. Geoffrey offers an exceptional blend of legal expertise and strategic insight in trademark portfolio management, negotiation of IP issues, trademark prosecution and enforcement, domain name protection, copyright protection and anti-unfair competition.

Geoffrey possesses extensive litigation skills and vigorously advocates for clients' interests before the Court. Additionally, Geoffrey incorporates his understanding of judicial practice into the handling of administrative cases to ensure that cases are well prepared for ultimate success.

Geoffrey has had the honor of representing numerous top international corporations, medium-sized enterprises, and innovative startups across diverse sectors, including information technology, energy, hospitality, electronics, electrical appliances, automotive, pharmaceuticals, retail, sports, food & beverage, and fashion.

Work Experience

Prior to joining Global Law Office, Geoffrey worked with LexField Law Offices, King & Wood Mallesons and Unitalen Attorneys at Law.

Admission

Admitted in the PRC

Education

1995-1999 Shanghai International Studies University, LL.B.

Awards

- Geoffrey was awarded a leading trademark professional position in China by WTR (World Trademark Review) 1000 from 2021 to 2024.
- In 2023, Geoffrey received the prestigious recognition of a recommended lawyer by World IP Review (WIPR) Insights China Trademark Rankings.

Professional Experience Highlights

Geoffrey is known for his holistic approach to safeguarding clients' rights, considering both their business models and legal requirements. Geoffrey's advisory style is characterized by integration, conciseness, and logical clarity, infused with a blend of critical thinking and creative solutions.

Languages

Chinese，English