



Bella Zhao
Trademark Agent

Email: Bellazhao@changtsi.com | Phone: +86 88369999

Bella Zhao, works as the Trademark Agent in Chang Tsi & Partners, is providing intellectual property protection strategy, brand protection strategy etc. for foreign companies.

Since 2012, she advised and represented clients from different countries/districts with different culture, involving different areas such as clothing, toys, racing event etc. She specializes in trademark, copyright and domain name registration and protection.

She has gained rich experience in handling IP matters, especially she has successfully helped the clients to have the trademarks being recognized as the well-known trademarks in China.

Practice Areas

Providing intellectual property strategies for foreign companies in China in the areas of trademark and copyright etc., including but not limited to:

- Handling non-contentious cases like trademark application, records etc.
- Handling contentious cases like opposition, invalidation, non-use cancellation etc.
- Providing intellectual property protection strategies/brand protection strategies
- Handling copyright registration etc.
- Handling domain name matters.

Years with IP Matters

- Since 2012

Professional Experiences

- Trademark Agent, Chang Tsi & Partners, Beijing, China
- IP Counsel, CARROLL, BURDICK & McDONOUGH LLP
- Associate, Beijing Anjie Law Firm

Representative Clients

Hanesbrands
FORMULA ONE
LEGO Group
American Eagle

Education

- Juris Doctor (American Law) and Juris Master (Chinese Law), Peking University
- Bachelor of Art. Beijing Forestry University

Language

- Mandarin Chinese
- English

