

Yiying "Alida" Zhang

Associate

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Services

Intellectual Property
Greater China Trademarks
Trademark, Copyright &
Advertising
Anti-Counterfeiting & Gray Markets
Brand Licensing & Related
Transactions
Online & Digital Enforcement

Alida Zhang focuses her practice on international trademark and copyright law, with a particular focus on Greater China. As a former trademark agent in China and as an attorney in the U.S., Alida has experience in trademark prosecution and enforcement in the U.S., China, and other Asian countries. She handles trademark prosecution and contested proceedings, cross-border enforcement of IP rights, and anti-counterfeit issues. Alida also manages trademark portfolios for clients.

Alida was born and raised in China and received education and gained legal experience both in China and the U.S. Equipped with cultural and legal knowledge in both countries, Alida is dedicated to assisting clients in navigating both legal systems and in developing, promoting, and protecting brands from a global perspective.

Prior to joining the firm, Alida was an associate at multi-service law firms where she concentrated her practice on civil litigation matters, primarily in business, IP, and employment law.

While attending law school, Alida served as a judicial extern in the U.S. Court of Federal Claims in Washington, D.C. She was also a legal extern in the Boston office of a national law firm, where Alida gained experience in U.S. trademark prosecution.

Alida's native language is mandarin Chinese and she is fluent in English.

Education

Georgia State University, College of Law J.D. (2018)

University of New Hampshire School of Law (formerly Franklin Pierce Law Center) Master in Intellectual Property (2014)

Admissions

Georgia (2019)

Court Admissions

U.S. District Court for the Middle District of Georgia (2021)

U.S. District Court for the Northern District of Georgia (2019)

Professional & Community Activities

Georgia State Bar Association, Intellectual Property Section, Member