

# Yide Ma

Intellectual Property (Patent, Trademark and Copyright) Litigation in China; Technology Licensing; Corporate Representation; Intellectual Property Strategy Consultation; Expertise in practice and research the Theory of Corporate Law; Specialize in the Theory of Corporate and the Research of Intellectual Property Strategy.

## Education

- Post Doctor Research, Beijing University, Guanghua School of Management
- Doctor Degree, Shanghai University of Finance and Economics
- Master of Chinese Academy of Social Sciences
- Bachelor of Law, Beijing University

## Experience

- Yide Ma is the President of Zhongguancun Intellectual Property Strategy Research Institute, a Vice Chairman of China Intellectual Property Law Society, a professor at the School of Intellectual Property of Renmin University of China, a professor, researcher and PhD supervisor of the Center of Intellectual Property Law Research of Zhongnan University of Economics and Law which is the Key Research Institute of Humanities and Social Sciences in Universities set by the Ministry of Education and the Research Center for national protection of Intellectual Property Rights, a researcher at the Beijing Academy of Social Sciences, an arbitrator of China International Economic and Trade Arbitration Commission, a special supervisor of The Supreme People's Court, a consultant for Samsung's Global Intellectual Property Strategy, and a committee member of Central Legislative Affairs Committee of China Zhigong Party.

- In 2008 Beijing Olympic Games, he was one of the Olympic Games Torch runners. In 2009, he was selected as a reserve candidate of bureau officials by the Beijing Municipal Party Committee Organization Department. In 2010, Mr. Ma was nominated as one of the Top Ten Outstanding Persons of the Beijing Democratic Party, the first annual event ever held by the Beijing Democratic Party. In 2011, he was awarded the "Advanced Individual of building a well-off society in an all-round way" presented by the United Front Work Department, the Human Resources and Social Security Department, Democratic Parties, and All-China Federation of Industry and Commerce.

- Yide Ma was the first person in China to earn a doctorate degree and did post-doctoral work in intellectual property strategy management. He has been engaged in teaching and practice of intellectual property strategy for entrepreneurs, and has provided courses specialized in intellectual property strategy at institutions of higher learning including the Guanghua School of Management of Peking University, China University of Political Science and Law, and Renmin University of China. He had participated in drafting China's "National Intellectual Property Strategy Outline", and had also been invited by the Chinese government to serve as an expert in international conferences and dialogues on intellectual

- He has written "Intellectual Property Strategy for China Enterprises "(Commercial Press), "Family Business Management professionalization Theory, Methods and Cases" (Chinese Personnel Press), which is a book of National Natural Science Project (70172007), "Informationalized Enterprise System Theory, Methods and Cases" (Chinese personnel Press), "Ten Rules for Strategic Innovation" (Harvard Administered Series) Commercial Press Edition, "The Study of Mother Group Control Mode" (China Citic Press), and other papers, translations and monographs. The writings were over 3 million words.