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Gerhard Bauer is former Head of the Trademark, Design-Patent, Domain name and IP-Agreement department of Daimler AG.

Gerhard graduated in 1987 from Stuttgart University with a degree in Electrical Engineering, joined the Patent Department of the then Mercedes-Benz AG. In 1992 he passed his Patent Attorney exam and became head of the trademark department and central IP-functions of Mercedes-Benz.

In 1996 he took over responsibility in the sector for the complete Daimler-Benz group and in 1998 as Chief Trademark Counsel for DaimlerChrysler AG (now Daimler AG).

Gerhard is Past-President of the International Trademark Association (INTA) in New York. He is a frequent speaker worldwide for IP-matters and especially trademark matters for the World Intellectual Property Organization (WIPO) and various other organisations; he gave many presentations especially in Latin American as well as Asian countries and China.

He is also Head of the Working Group on Trademarks and Designs of BusinessEurope, Brussels.

Gerhard has also been awarded one of the 50 most influential persons in the world in IP by the Managing Intellectual Property Magazine in 2005, 2006 and again in 2011. Further he was awarded by Managing IP's magazine for "Outstanding Achievement in IP 2012".

Since April 2013 Gerhard Bauer is an independent IP-consultant in his own firm.