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Wanhuida Partner lectures on LCOUNCIL platform

Time: Sept 20 2023

@Wanhuida Intellectual Property

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On 20th September 2023, Jason Yao, Partner and Management Committee Member, Wanhuida Intellectual Property, gives a lecture on the online platform of China Legal Executive Council (LCOUNCIL).

Jason speaks on *"Copyright Infringement Risk Management in the Context of Advertising Copy, Poster, Short Video and Live Streaming of Corporate Marketing Campaign"*.

Jason elaborates the works that may be utilized in corporate marketing campaign, delves into their characteristics and possible infringement risks associated with the marketing campaign activities, and offers efficient risk management measures.

The lecture is livestreamed on the LCOUNCIL online platform and attracts around 1,500 views within two hours.



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