

Expertise Makes It

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Wanhuida Partners attend 2025 INTA Leadership Meeting

Time: Nov 18 2025

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From November 18 to November 21, 2025, the 2025 Leadership Meeting, which is organized by the International Trademark Association (INTA), is held in Hollywood, Florida, USA.



This year's event brings in large cohort of participants, offering a plethora of thought-provoking educational sessions and engaging programs, covering a wide spectrum of topics including:

Navigating the “Dupe” Dilemma: Protecting Your Brand in the Age of Imitation
Modernizing Design Laws: Navigating the New EU Reforms and Celebrating the 100th Anniversary of the Hague Convention
The Modern-Day Dilemma: Global Trade Challenges for Brand Owners
Ethical Considerations in IP Investigations: Balancing Effectiveness and Integrity
Revolutionize Your IP Portfolio with AI: Strategy and Client Value
Copyright Case Law Updates: A Global Perspective for IP Practitioners
Beyond the Field: Navigating the Complexities of Right of Publicity (ROP) and Name, Image, Likeness (NIL) Rights in the Digital Age
Beyond Trademarks: The Multifaceted Role of In-House Practitioners in IP Protection
Sustainability and IP: Brand Value and ESG Goals

The annual INTA's Leadership Meeting is by invitation only to current committee members, chairs, vice chairs, and subcommittee members; current Board of Directors and counsel; past presidents and counsel; current select project teams; and staff from government IP offices. The event offers a forum to deepen the participants' involvement with the association and participate in critical dialogues to help shape the future of the IP landscape.

Jason Yao, Partner and Management Committee member of Wanhuida Intellectual Property and Wu Xiangrong, another Partner of the firm attend the meeting in their respective capacity of member of Board of Directors of INTA Foundation and member of the INTA International Amicus Committee. Jason and Xiangrong network with and engage in constructive conversations with peer practitioners over various topics.

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Jason Yao (L) & Wu Xiangrong (R)

On Thursday November 20, Jason also attends the INTA Foundation Old Hollywood Reception, a special event dedicated to the organisation's mission to expand educational opportunities that empower students and professionals to join, shape, and strengthen the IP community.



Jason Yao (L1)