

## Wanhuida exhibits at 2024 INTA AI conference

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Time: Mar 21  
2024

From 20<sup>th</sup> to 21<sup>st</sup> March 2024, the “*Business of Artificial Intelligence: Practical Applications in the IP Ecosystem*”, which is organized by the International Trademark Association (INTA), is held in New York, New York, USA.

The conference explores the intersection between AI, IP rights, and brand management, and analyses the challenges and opportunities presented by AI technologies and how they practically impact the protection, enforcement, and commercialization of IP assets. The conference features discussions on key topics including:

- The role of AI in IP: understanding how AI technologies are transforming IP rights creation, management, and enforcement;
- AI-driven brand strategies: analyzing the impact of AI on brand development, marketing, and consumer engagement and surveys;
- Legal and ethical considerations: examining the legal and ethical implications of AI in relation to IP rights, including issues of ownership, infringement, data privacy, data reliability, and fair use and
- Industry case studies: showcasing real-world examples of successful AI integration in IP management and brand strategies, highlighting best practices and lessons learned.

The event attracts 400 attendees including industry experts, thought leaders, legal professionals, and business executives from around the world. Wanhuida Intellectual Property exhibits at the conference as a platinum sponsor. The firm's Partner He Wei and Marketing Specialist Carmine Bai attend the conference.



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