

# Wanhuida Partner attends INTA Leadership Meeting in Houston

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Time: Nov 17  
2023

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From 14<sup>th</sup> to 17<sup>th</sup> November 2023, the 2023 INTA Leadership Meeting is convened in Houston, Texas, USA.

The event features educational program exploring key topics and emerging issues - from IP in the new digital ecosystem to fostering an inclusive workplace. The sessions and workshops offer valuable insights and knowledge on an array of intriguing matters like *"IP Enforcement and New Technologies: An Opportunity or a Complexity?"*, *"Navigating the Nexus: Exploring the Interplay Between Trade Secrets and Artificial Intelligence"*, *"Name, Image, and Likeness Rights: A Mock License Negotiation"*, *"How Brands Can Navigate the Choppy Waters of Brand Restrictions Around the World"* and *"Finance for Non-Finance Legal Professionals Program"*, just to name a few.

Jason Yao, Partner and Management Committee Member of Wanhuida Intellectual Property attends the Enforcement Committee meeting.

On 16<sup>th</sup> November, the INTA Foundation Barbie-Themed Fundraiser is held. The fundraiser attracts over 300 participants celebrating and supporting diversity, equity, and inclusion. Jason, in his capacity of Board Member of INTA Foundation, thanks the participants for their attendance and donation to the cause.

The annual Leadership Meeting is an invitation-only event for the INTA Board and members who volunteer on committees and project teams. The Houston Leadership Meeting is INTA's largest event in North America in 2023.

The INTA Foundation is a charitable organization working to expand educational and professional development opportunities in IP for diverse, under-represented populations around the world.



Jason Yao (R1)



INTA CEO Etienne Sanz de Acedo (L1) & Jason Yao (R1) at Barbie-Themed Fundraiser