

Wanhuida Partner lectures on LCOUNCIL platform

Time: Sept 20
2023

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.



The screenshot shows a live stream interface. At the top left is the logo for CHINA LEGAL Executive Council. The main title of the lecture is “**企业营销中文案、海报、短视频、直播等媒介的著作权侵权风险及防范**”. The speaker, Jason Yao, is shown in a video window. To the right of the video, the speaker's name “**姚红军**” is displayed, along with his title: “万慧达知识产权管委会成员、合伙人 执业律师”. Below this is a QR code and the text “扫码填写满意度问卷 留下您的宝贵意见”.

