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Wanhuida Partner shares insights at 2026 INTA M&A Conference

Time: Mar 18 2026

@Wanhuida Intellectual Property

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On March 18, 2026 - March 19, 2026, "The Business of M&A: Navigating the Convergence of Intangible Assets and Capital in the Age of AI", which is hosted by the International Trademark Association (INTA), is held in New York City, USA.

The two-day program centers on mergers and acquisitions in an intellectual property heavy world, exploring how intangible assets are reshaping deal structures, valuation models, deal terms, and post-close integration strategies across industries. The sessions provide actionable insights into how IP intersects with deal-making, risk management, and innovation leadership from both in-house and external counsel perspectives.

Jason Yao, Partner and Management Committee member, Wanhuida Intellectual Property, speaks at the session themed "M&A Across Borders: Legal Frameworks for Cross-Jurisdictional IP". This session provides guidance as to how to navigate the complexities of cross-border transactions, focusing on regulatory pressures, and integration challenges for IP assets.

Jason shares insights on the legal framework, jurisdiction and compliance matters surrounding the assignment of intellectual property rights in the context of cross-border M&A transactions, offering practical tips on procedural and documentation pitfalls corporations should take heed of.



Jason Yao (R1)

The session is moderated by Tiffany Shimada, Partner, Dorsey & Whitney. Fellow speakers include Susan Crane, Group Vice President of Legal IP, Brands, and Marketing, Wyndham Hotels & Resorts and Rodrigo Velasco, Partner, Alessandri.

Wanhuida sends a 5-member delegation to the event. Headed by its Founding Partner and Management Committee Chair Bai Gang, the firm's Partners Ren Haiyan, Jason Yao and Li Yunquan, as well as Marketing Specialist Carmine Bai interact with attendees from all over the world. The firm is a sponsor of the event and has an on-site booth.

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Li Yunquan, Jason Yao, Bai Gang, Carmine Bai and Ren Haiyan (L to R)