

Yu-An Chang

Counsel
Shanghai

Biography

Yu-An is an intellectual property lawyer focused on providing strategic advice and counselling in all areas of IP. He has years of experience advising multinational and Chinese companies on procuring, protecting, enforcing and commercializing IP assets in China and globally.

Yu-An regularly works with clients from various industry sectors to devise and implement practical and effective IP protection and enforcement strategies to develop, protect and manage IP assets. He also regularly advises clients on business transactions involving the development and commercial exploitation of IP rights.

Yu-An has broad experience drafting and counselling on IP transfer and licensing agreements in technology development projects and technology-driven M&A, joint venture, corporate restructuring, and commercial transactions. He is also experienced in advising clients on due diligence investigation of IP assets in relation to M&A, IPO and business investment and financing transactions.

Representative experience

Advising a leading international manufacturer of play and educational materials on IP protection and



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Languages

English
Mandarin
Taiwanese

Practices

Intellectual Property
IP and Technology Transactions
Copyright
Designs
Domain Names
Trademarks and Brands
IP Litigation, Arbitration, and
Alternative Dispute Resolution

enforcement matters in China.

Advising a major U.S. diagnostic and healthcare group on brand protection and portfolio management matters in the Asia Pacific region.

Assisting a major U.S. consumer electronics and computer software company in IP enforcement matters and copyright infringement litigation in China.

Acting for a major international banking group on IP licensing, prosecution and litigation matters in China, Hong Kong and Singapore.

Advising a major U.S. conglomerate on drafting and negotiating multi-jurisdictional technology licenses for production and distribution of high-performance chemicals in the Asia Pacific region.

Acting for a leading European industrial system provider in copyright and trademark infringement and unfair competition litigation in China.

Advising a leading Chinese e-commerce group on brand protection, domain name action and related litigation in China.

Advising multinational institutions on structuring IP ownership and inventor remuneration policy in China.

Latest thinking and events

- News
 - Q&A: Why you should consider registering your copyright in China
- News
 - China: what you need to know about the amended Copyright Law
- Webinar
 - How to use your China IP strategy as a chemical company to capture global advantage
- Webinar
 - Asia IP webinar 2020 – Recent trademark cases

Industries

Consumer
Education
Financial Institutions
Life Sciences and Health Care
Technology & Telecoms

Areas of focus

IP Rights in Transactions
IP Licensing, Commercialization, and Technology Transfer
Strategic Counseling and Portfolio Development

Education and admissions

Education

LL.M., National Taiwan University
LL.M., University of Warwick
LL.B., University of Warwick

Bar admissions and qualifications

New York

and trends you do not want to miss

- Insights
 - The IP impact of China's new Civil Code: a practice note
- Webinar
 - Trademarks 2020 – new developments in Asia and Europe