

## Yu-An Chang (Shanghai IP Agency)

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 enforcement matters in China.

Advising a major U.S. diagnostic and healthcare group



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### Languages

English  
Mandarin  
Taiwanese

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### Practices

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

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### Industries

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

- Webinar
  - Select IP with Hogan Lovells | Webinar no. 18: IP Transactions: Comparative discussion of royalty provisions and other key economic terms in license agreements
- News
  - Spotlight on Greater China: out-licensing to Chinese counterparties
- Webinar
  - APAC Life Sciences and Health Care Webinar Series - Spotlight on Greater China - Session 3
- Press Releases
  - Hogan Lovells advises Mercedes-Benz on cooperation with ProLogium to develop solid-state battery cells
- Webinar

Consumer

Education

Financial Institutions

Life Sciences and Health Care

Technology and Telecoms

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## Areas of focus

IP Rights in Transactions

Strategic Counseling and Portfolio Development

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## Education and admissions

### Education

LL.M., National Taiwan University

LL.M., University of Warwick

LL.B., University of Warwick

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## Bar admissions and qualifications

New York

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- Select IP with Hogan Lovells | Webinar no. 10: IP Transactions: JV, R&D agreements, collaboration agreements, and related contractual arrangements (Part II)
- Webinar
  - Select IP with Hogan Lovells | Webinar no. 9: IP Transactions: JV, R&D agreements, collaboration agreements, and related contractual arrangements (Part I)