



# New Legal Issues to the Strategic Implications for the Reconfiguration of the Global Presence of Multinational Enterprises

MAY 22, 2024

On May 22, a team of lawyers from the YuandaWinston strategic alliance presented on cross-border legal challenges facing Chinese companies doing business abroad in the YuandaWinston offices in Shanghai. Yuanda presenters included John Huang, Kai Zhan, Lynn Cheng, and Dora You. Winston presenters included Cari Stinebower (Washington, D.C.), Kevin Simpson (Los Angeles), Jacob Harding (Shanghai), and Tony Busch (Washington, D.C.). The presentation covered key areas of concern including international trade and sanctions, intellectual property protection, and data regulation compliance.

## KEY TAKEAWAYS FROM THE PRESENTATION

- The current geopolitical and regulatory environment creates specific challenges for cross-border compliance in multiple jurisdictions.
- Companies need to be proactive with compliance to avoid costly scenarios.
- As U.S. export controls and sanctions restrictions increase, companies will need to take steps early to prepare for disruption to their supply chain or customer base.
- The web of data protection laws internationally and from state to state in the U.S. is a unique compliance challenge. Given the increase in data security incidents and the cost of follow on litigation, companies should be vigilant with their compliance programs and security.
- In recent years, Chinese companies have become increasingly targeted for trademark squatting and other IP infringement. Chinese companies preparing to go abroad should protect their intellectual property similarly to their international counterparts with advanced planning and prosecution.

For more information about these topics please contact the team below.

## Yuanda Related Professionals

[John Z.L. Huang](#)

Founding & Managing Partner, Yuanda



Kai Zhan  
Partner, Yuanda



Lynn Cheng  
Partner,  
Yuanda



You  
Counsel, Yuanda

Dora B.L.

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## Related Capabilities

International Trade

## Related Regions

Asia

## Related Professionals

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Cari Stinebower



Kevin Simpson



Jacob Harding



Tony Busch