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Mr. Yao Deng is a practicing lawyer of Lifang & Partners with ample experience in the fields of intellectual property right law and intangible cultural heritage law. Mr. Deng is currently the head of the Guangdong Provincial ICH Legal Aid Lawyers Committee, a member of the Guangdong Provincial Intangible Cultural Heritage Protection Expert Committee, a legal consulting expert of the Guangzhou Municipal People's Government, and a copyright consulting expert of Guangzhou Municipality. Previously, he has published 6 books including *Traditional Safeguarding: Investigation and Research on Intellectual Property Issues of Intangible Cultural Heritage*, *Museum Intellectual Property Management and Protection Practice of Museum*.