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Danny Friedmann is an Associate Professor of Law at Peking University School of Transnational Law. His research and teaching generally focuses on intellectual property and specifically on AI and copyright law, trademark law, geographical indications, patent law, and law and technology.

His articles are published by peer-reviewed journals such as the *Journal of World Intellectual Property*, *Journal of Intellectual Property Law and Practice*, *European Intellectual Property Review*, *Benelux Trade Marks and Design Rights (BMM) Bulletin* and *GRUR Int.*, and *Asia Pacific Law Review*. His work was also published in the student-reviewed journals *IDEA* and *CWILJ*. His forthcoming article "Creation and Generation Copyright Standards" will be published by NYU JIPEL.

He has also taught courses at CUHK, where he completed his PhD in Laws, and Hebrew University of Jerusalem. He completed his LL.M. and LL.B. (Meester in de rechten) at the

University of Amsterdam. In addition, he holds a B.B.A. degree from Nyenrode Business University, Breukelen, the Netherlands.