

## Eric Ji Partner

PE/VC, M&A | Regulatory and Compliance Intellectual Property



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Shanghai

Mr. Ji is a partner at Merits & Tree. Prior to joining Merits & Tree, Mr. Ji was a partner at a well-known law firm in Shanghai.

Mr. Ji has rich experience in the areas of M&A, corporate governance and intellectual property, among others, his clients include foreign companies, state-owned enterprises, private companies as well as start-ups that cover TMT (Technology, Media and Telecommunications), medical equipment, chemicals, real estates and industrial manufacture. Mr. Ji is adept in discerning clients' in-depth commercial requirements and is committed to providing clients with efficient, practical as well as deterministic overall solutions.

## Achievements

### Mergers & Acquisitions

- Advising **Turing Capital** on its investment in Matcha IT Technology (a software supplier in aviation sector);
- Advising **Yunhui Capital** on its investment in Shuxin IT Technology Ltd. (a software-as-a-service (SaaS) technology company);
- Advising **AutoCore Technology (Nanjing) Co., Ltd.** (a start-up focusing on driverless vehicle technology) on its A Series equity financing from Hillhouse Capital, Foxconn Group;
- Advising **RIM Bio Inc** (a medical equipment manufacturer headquartered in the US with a manufacturing and R&D entity in Jiangsu, China) on its Chinese assets and equity acquisition by Avantor Corporation;
- Advising **Seazen Holdings Co., Ltd.** on its acquisitions of numerous residential and commercial properties in Chinese mainland;

- Advising **Sniper Capital** (a real estate investment fund based Hong Kong and Macau) on its numerous acquisitions of logistic properties in China;
- Advising **Syngenta Group** on its establishment of manufacturing base and relocation of facilities in Eastern China;
- Advising a German company named **Schmitz Cargobull** on the OEM manufacturing of trailer and conclusion of strategic cooperation agreements with its PRC partner;
- Advising Russia-based **Streamer** (a global renowned lightning protection solution provider) on its equity joint venture with the PRC partner;
- Advising **Salesforce** (a global leading customer relationship management service provider) on its eCommerce-cloud division's PRC business launch and operations, such as the establishment of the wholly foreign-owned enterprise (WFOE), structuring of the variable interests entity (VIE), IPR management and liquidation among other operational activities;
- Advising a global renowned business process outsourcing (BPO) provider on its acquisition of a local call center operator, liquidation of its PRC affiliate and other matters relating to its China operations;
- Advising a Canadian renowned telecommunication service provider on the establishment of its first call center in China and on the acquisition of a foreign-owned license for value-added telecommunication service;
- Advising a domestic private PV enterprise on its acquisition by a state-owned energy holding group;
- Advising a Japanese client on its acquisition of a manufacturer of agricultural film products in Wuxi, China;
- Advising a US leading distributor of bar products on its acquisition of a minority interest in the affiliate of Xiamen Tungsten in Southeast Asia;
- Advising numerous start-up clients on their early financing or fund raising, ESOP structuring and other operational matters.

## Regulatory & Compliance / Intellectual Property

- Advising a globally renowned specialist in electrical and digital building infrastructures on its response to the compliance investigation relating to its commercials in China by the competent authorities;
- Advising a Europe-based renowned dairy and nutritionals supplier on its response to the compliance investigation launched by the competent authorities on its products labels and several civil cases from consumers;
- Advising a number of global BPO operators on the matters related to the cyber security and data protection in China;
- Advising a local sports culture operator on its negotiation with Arsenal Football Club with respect of the brand license agreement for the launching and operation of Arsenal-themed restaurants in China;
- Advising Pottery Workshop (a renowned ceramics craft center) on its IP management and protection matters in China;
- Advising Seazen Holdings Co., Ltd. as well as its commercial property brands (Wuyue Plaza) on issues of trademark infringement and unfair competition;
- Advising a global renowned sterilization equipment manufacturer on its unfair competition investigation and litigations against its distributors in China.

## Education

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Diploma, The Johns Hopkins University-Nanjing University Center for Chinese and American Studies (2006 - 2007)

LL.B., Nanjing University Law School (2001 - 2005)

# Admissions

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PRC Bar

# Language

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Chinese、English