

# Cheng YANG Partner

Dispute Resolution | Intellectual Property Regulatory and Compliance



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Shanghai

Cheng Yang is a partner at Merits & Tree. Prior to joining Merits & Tree, Mr. Yang was a legal counsel at a Germany based manufacturing group and was responsible for legal, compliance and public relationship issues in its China division. Mr. Yang was also a senior associate at Guantao Law firm.

Mr. Yang specializes in providing legal services in culture, media, and manufacturing industry, and holds a long period observation and solid understanding of legal solutions regarding product research & development, distribution of artwork, licensing and protection of copyright, artist management, and commercial operation in both domestics and overseas innovation industry. Due to his career background as a legal counsel in foreign-owned enterprise, Mr. Yang also has extensive experience in identifying compliance risks and potential dispute issues during corporate operation.

## Achievements

### 💡 Intellectual Property and Anti-unfair Competition

- Constantly representing a leading online streaming platform in IPR and competition disputes
- Representing a copyright infringement dispute litigation in the PRC between a mobile game copyright owner and a Multi-Channel Network (MCN) entity, which was the first of its kind
- Representing a national renowned film director in a series of trademark invalidation disputes
- Representing an international renowned model in a business discrediting and unfair competition dispute litigation in the PRC court against a local fashion design company

- Advising a leading internet platform on IPR issues in acquiring an online content provider
- Representing a PRC infrastructure company in a trade secret dispute litigation in the PRC court against a U.S. leading power supply corporation
- Representing a Germany based household appliance group in a false commercial propaganda dispute litigation in the PRC court against its local competitor

## Regulatory and Compliance

- Advising Pfizer in third-party national compliance programs and internal investigations in the PRC
- Advising Yuz Foundation and Yuz Museum on establishing an international art foundation with Museum Associates, dba the Los Angeles County Museum of Art (LACMA) and Qatar Museums
- Advising a leading online streaming platform on its IPR compliance issues
- Constantly advising several mobile game companies on its commercial compliance issues
- Assisting a European leading direct selling enterprise to acquire Direct Selling License in China and advising on its business strategic shift
- Advising a leading wechat e-commerce operator on its sales compliance issues

## Social Positions

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- Member of the Culture and Media Committee in Shanghai Bar Association
- Adjunct lecturer at Shanghai International Studies University Law School

## Education

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LL.B., Shanghai International Studies University

## Admissions

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PRC Bar

## Language

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Chinese、English

