



## Cheng Yang Partner

**Practice Areas:** Intellectual Property, Dispute Resolution, Regulatory and Compliance

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### Professional Experience

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 domestic 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.

### Education

LL.B., Shanghai International Studies University

### Qualifications

Mr. Yang has been admitted to practice in the People's Republic of China  
Member of the Culture and Media Committee in Shanghai Bar Association  
Adjunct lecturer at Shanghai International Studies University Law School

### Working language

Chinese and English

### Representative Cases

#### 1. 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

## **2. 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