

Yunyun ZHAO Partner

PE/VC, M&A | Dispute Resolution Regulatory and Compliance



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📍 Beijing

Partner with a hybrid background across top-tier law firms and a listed entertainment company (in-house legal director level), specializing in complex M&A, private equity investments, and IP-driven transactions.

Distinctively experienced in representing founders / target companies rather than financing investors, with a strong track record of:

Protecting valuation in competitive financing rounds

Structuring control mechanisms in founder-sensitive deals

Aligning legal frameworks with commercialization and revenue models

Deep industry focuses on entertainment, fashion, and consumer sectors, where IP, distribution, and capital are tightly intertwined.

Achievements

☑ Private Equity & Venture Capital (Deal Execution Focus)

Ponhu Luxury (Circular Luxury Platform)

- Led legal work for red-chip restructuring + Series C financing
- Re-structured offshore holding system and investor entry
- Balanced investor protections with founder control
- Delivered a transaction aligned with future IPO pathway

Xuxu Huasheng (Leading Fashion Media Group)

- Represented company in equity financing + cross-border acquisition (France ORMAIE)

- Integrated content IP + brand acquisition strategy
- Structured cross-border investment and IP ownership alignment

Digital Xusheng (Hyper-realistic Digital Human Company)

- Represented company in investment by BlueFocus
- Negotiated commercialization rights tied to digital assets
- Structured investor access to emerging AI-driven IP

Nanjing Shuhai (CG Production Studio)

- Represented company in investment by NetEase
- Structured deal around content production + game/film integration

Strategic M&A & Industrial Integration

- Hualu Baina IPO (ChiNext)
- Core legal participant (in-house role)
- Involved in full IPO preparation and regulatory process
- Acquisition of Blue Flame (Major Asset Restructuring)
- Represented listed company in cash + equity acquisition
- Structured transaction under China's major asset restructuring regime
- Acquisition & Termination of Guangyun Animation
- Managed both execution and unwind of transaction
- Demonstrated capability in risk control and exit structuring

Entertainment & IP Commercialization Deals

Participated in commercialization of major productions including:

- My People, My Country
- Joy of Life
- Midnight Diner
- Covered investment, distribution, IP licensing, and revenue sharing structures

Trendy Toy IP "Pipi Gu"

- Represented Xiron in investment and IP licensing system build-out
- Designed monetization structure combining IP + consumer products

Platform, Compliance & Commercial Structuring

Luxury Resale Platform (Ponhu)

- Built end-to-end compliance system
- Authentication, transaction structure, after-sales liability

Major TMT / Social Commerce Platforms

- Drafted platform rules
- Structured live-streaming and influencer cooperation models

- Designed compliance framework for scalable commercialization

CORE EXPERTISE (VALUE-ORIENTED)

1. Financing-side Representation

- Rare positioning as long-term counsel to target companies, not just investors
- Strong control over valuation, governance, and exit pathways

2. IP + Capital Integration

- Deep ability to structure transactions where IP is the core asset
- Entertainment, fashion, digital content, and consumer goods

3. Cross-border Structuring

- Hands-on experience in:
 - Offshore structures
 - Cross-border IP ownership
 - International brand entry into China

4. Commercialization-driven Legal Design

- Not just closing deals — designing how deals make money post-closing

Honors

 2025 Chambers TMT-Media&Entertainment - Ranked Lawyer

 2020、2021、2024 LEGALBAND Top Ranked Lawyer - Sports & Entertainment

 2023 LEGALBAND Client Choice: Top 15 Entertainment Lawyers

Education

LL.M., China University of Political Science and Law

Admissions

PRC Bar

Language

Chinese、English

