

Carys Li Partner

PE/VC, M&A | Intellectual Property Dispute Resolution



+86 010-56500915

tong.li@meritsandtree.com

Beijing

Carys Li is a partner at Merits & Tree Law Offices. Prior to joining Merits & Tree Law Offices, Ms. Li practiced for many years at Beijing Tiantai Law Firm, and later served as Secretary-General of the International Practice Committee at Beijing Bangsheng Law Firm. Her practice primarily focuses on investment and financing, intellectual property monetization (eg. IP licensing) and equity dispute resolution.

In the area of investment and financing, Ms. Li has provided legal services for numerous well-known cultural entertainment companies, internet giants, and prominent foreign enterprises. Services include capital increases and reductions, equity divestments and transfers, acquisitions, equity incentives, and corporate restructuring. She has also advised many leading companies in the entertainment industry on their domestic and overseas industrial investment projects, routinely rendering legal opinions on their operations, M&A, joint ventures, and various transactional matters worldwide.

In the area of intellectual property, Ms. Li possesses extensive experience in IP licensing. She offers comprehensive legal services covering the entire lifecycle of a project, from initial licensing and localized derivative development to sales channel construction and advertising campaign implementation. Ms. Li has extensive experience in the commercialization and monetization of cultural and creative content. She handles end-to-end content investment, production, performance licensing and distribution for films, TV series, variety programs, sports events, audio recordings and musical creations throughout their commercialization cycle. With a particular focus on commercial cooperation, revenue distribution, and copyright matters, she is adept at providing highly practical legal solutions.

Leveraging her extensive industry experience, Ms. Li is also uniquely positioned to provide professional, industry-tailored dispute resolution legal services that tailored to the unique characteristics and industry-specific disputes.

Achievements

- Represented Sony Music Entertainment in connection with a series of acquisitions of domestic music production companies (including Shen Sheng Bu Xi Music), conducting full-chain legal due diligence, designing transaction structures, drafting acquisition agreements in both Chinese and English, and participating in commercial negotiations.
- Represented Sony Music Entertainment in a series of acquisitions of music catalog rights and related assets held by multiple domestic music production companies (including Running Monster and Perfect Youth), conducting full-rights-chain legal due diligence, designing transaction structures, drafting transaction agreements in both Chinese and English, and participating in commercial negotiations.
- Represented Innomatics GmbH (IN GmbH) in its additional investment in Siemens Large Drives Applications (Tianjin) Co., Ltd. (SLDE), designing the transaction structure, drafting transaction agreements in both Chinese and English, and conducting site inspections and participating in commercial negotiations on behalf of the U.S. investor.
- Represented Hach Water Quality Analytical Instruments (Shanghai) Co., Ltd. in acquiring multiple domestic product lines, participating in site visits on behalf of the U.S. party, and engaging in commercial negotiations.
- Represented Wireless Communication (Suzhou) Technology Co., Ltd. in its Series A financing led by Hetang Capital Management (Beijing) Co., Ltd., assisting Wireless Communication in structuring its Series A financing, negotiating core terms, finalizing the full set of legal documents, formulating an equity incentive plan, establishing the shareholding platform, and executing the grant documents.
- Represented China Resources Biopharmaceutical Co., Ltd. in its acquisition of core technical assets for the M2ES project. She conducted a deep analysis of the unique intellectual property and core asset ownership characteristics of the biopharmaceutical industry, designed an efficient asset package acquisition framework, and tailored a feasible, compliant exit mechanism for the project.
- Represented China Hi-Tech Group Corporation, a large central state-owned enterprise, in a special project involving equity reductions, divestments, and deregistrations across approximately 20 subsidiary companies. Navigating complex tier structures and historical legacy issues, she efficiently fulfilled comprehensive demands for equity reduction and liquidation exits, providing a compliant pathway for equity compression in state-owned enterprises.

Intellectual Property

- Provided dedicated compliance legal services for Alibaba's Quark (Intelligent Information Business Group), establishing a digital and intelligent contract workflow system, and leading the compliance project for its intelligent advertising platform contracting. She was also responsible for legal negotiations and support regarding invited artists for Quark Special Events, and provided legal support for obtaining licenses for original soundtracks (OSTs) and derivatives for IPs such as Ultraman, Transformers, and Slam Dunk.
- Provided comprehensive legal support to Alibaba's Youku platform for various variety shows, including Street Dance of China, This Is Bots, and 20-Year-Old Once More.
- Provided full-process legal support for CCTV Entertainment's project Law Aimed at Me, including scriptwriting, dialogue review, and scene design.
- Provided legal support for Perfect World Pictures' compliance system restructuring project. Centered on distribution revenue collection, she re-established the internal risk control system covering the entire cycle of investment, filming, distribution, and collection, and led a special legal "health check" on the company's investment projects, significantly enhancing capital utilization efficiency and security.
- Served as legal counsel to multiple artists and creators, providing legal services in corporate governance, commercial cooperation, and talent management, and representing artists in contractual matters related to performances, endorsements, and agency agreements.
- Provided routine legal consultation for multiple film and television production companies, such as Xiaoxi Culture and Guangxuan Culture. With intellectual property protection at the core, she verified project chains of title, monitored the entire process of investment, production, distribution, and promotion, and provided legal advice and response strategies regarding copyright infringements where netdisk operators illegally hosted film and TV projects already released online.
- Provided legal consultation for music distribution companies such as Hairi Music. Focused on intellectual property protection, she verified project chains of title and monitored all stages of investment, production, and distribution for music projects.
- Provided legal consultation for educational and training institutions such as Tongchuang Education. Centering on intellectual property protection and drawing on corporate governance experience, she delivered full-process legal services tailored to educational

companies.

Dispute Resolution

- Represented a well-known investor in handling comprehensive dispute resolution, equity divestment, and breach of contract cases concerning a brick-and-mortar bar business established by a well-known musician.
- Represented Orange Lion Sports in handling a series of dispute resolution cases arising from the operations of sports venues nationwide, repeatedly recovering losses through precise and strategic negotiation methods.
- Represented a prominent advertising agency in handling comprehensive dispute resolution cases against its shareholders, involving equity exits, partnership withdrawals, and labor disputes.

Education

LL.M., The University of Sheffield

Admissions

PRC Bar

Language

Chinese、English