



Their (JunHe's) quality of work is of a very high standard and they can always provide insightful legal advice.

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## Culture, Sport, Entertainment and Education

**JunHe is a law firm in China that is at the forefront of legal practice in the areas of culture, sport, entertainment and education. After accumulating vast experience in many high profile cases, JunHe has formed a team with comprehensive expertise in culture, sport, entertainment and education practice, and has always been a leader in the industry.**

### Our Team

JunHe's culture, sport, entertainment and education team is composed of over 25 specialized lawyers, including 15 partners and counsels. They are based in Beijing, Shanghai and Guangzhou, where the media, entertainment and sports industries are most active. These lawyers possess not only profound legal knowledge, but also deep understanding and vast experience in the areas of culture, sport, entertainment and education.

### Key Practice Areas

JunHe's expertise is in the broad areas of culture, sport, entertainment and education. This includes the entertainment industry (film and television series production, publishing, distribution, printing and reproduction, advertising, show business, games, theme parks, cultural exhibitions, animation, arts and culture, sports games and sports brokerage), the telecommunications and media industry (the operation of telecommunications networks, computer networks and cable television networks, and e-commerce), and the education industry (guidance on compliance-related matters in the classified management of privately-run schools, investment and M&As of educational institutions, domestic and overseas listings of educational institutions, financing and assets securitization of educational institutions, and dispute resolution involving education subjects).

### **They are experts in providing full service in culture, sport, entertainment and education law**

With the advantage of knowledge, expertise and social resources in culture, sport, entertainment and education practice, JunHe provides a full range of legal services in various types of culture, sport, entertainment and education projects, and is particularly strong in the areas of legal opinion regarding laws and policies, document drafting, and the negotiation and design of transaction structures.

JunHe, founded in Beijing in 1989, is one of the first private partnership law firms in China. Since its establishment, JunHe has grown to be one of the largest and most recognized Chinese law firms. The firm has thirteen offices around the world and a team comprised of more than 880 professionals, including over 240 partners and legal counsels, as well as over 640 associates and legal translators.



## JunHe is very professional in meeting different demands and drafting documents.

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- **Cultural:** legal services related to movies, TV series, animations, music, artworks, performance brokerage and other cultural products;
  - **Sports:** legal services related to sports events, acquisitions of sports franchises, and general commercial issues affecting players and athletes;
  - **Telecommunications:** legal services related to the internet, e-commerce, online publishing, online audio and video programs, online cultural products, internet finance;
  - **Media:** legal services related to print media (newspapers and magazines), television media (television and radio), and advertising;
  - **Derivative Products:** legal services related to copyright, trademark, franchise, right of reputation, comprehensive intellectual property, rights in theme parks, etc.;
  - **Celebrities and other high net worth individuals and families:** legal services related to family/cultural charitable trusts, charitable contributions, individual/family wealth management, family/cultural charitable foundations, and cultural charitable projects;
  - **Privacy and information protection:** legal services related to compliance and policy, employee issue, investigation and litigation and data safety;
- Education: legal services relating to the administration of education, public schools, privately-run educational institutions and their investors.

### An industry-leading team with unique strengths

Taking advantage of the following unique strengths, JunHe's culture, sport, entertainment and education team is devoted to assisting clients effectively and efficiently in realizing their business goals:

- **Coordination of government relations:** we have built a long-term positive relationship with the relevant government authorities, and have full and accurate understanding on the applicable scope and limitation on the prevailing PRC laws, regulations and policies;
- **Advantages in resource sharing:** we share and deploy business resources within the firm in a uniform fashion, allowing the branch offices at different locations to work seamlessly as an entire team, whereby lawyers from different practice groups can cooperate with each other while serving clients;
- **Familiarity with the culture, sport, entertainment, and education industries:** we are the pioneers in China regarding legal practice in the areas of the cultural, sports, entertainment and education industries, and have built a specialized practice group over many years. We have provided specialized legal services for not only large-scale international entertainment and sports events that have taken place in China, but also numerous renowned listed education companies across the world, as well as the administration of education at all levels; and
- **Provision of supporting value-added services:** JunHe has 18 expertise areas, including investment, securities, mergers and acquisitions, funds, taxation and labor law. When a client is in need of comprehensive legal services involving multiple areas, our lawyers from different areas can provide real-time support under close coordination.

Deals of the Year - Kingsoft's A-share  
listing on SSE STAR board  
2020  
China Business Law Deals of the Year