



Lei Sun

Of Counsel

China Practice

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Mr. Sun's primarily practices in intellectual property dispute resolution, interactive entertainment industry strategy, compliance, and investment and financing.

As a recognized expert in legal services for the interactive entertainment sector, Mr. Sun has a long-standing commitment to deep theoretical research in fields like video games, live streaming, sports, and data. He has provided comprehensive legal services encompassing strategy, compliance, investment and financing, intellectual property structuring, and dispute resolution to many renowned companies in the interactive entertainment industry. Sun has offered legal opinions in over twenty cases related to gaming and live streaming and managed nearly a hundred projects in game distribution, international expansion, data compliance, and copyright licensing across over twenty countries and regions, including China, the USA, Japan, Europe, and Southeast Asia. Some of these projects were industry-firsts or involved substantial transaction volumes. He also contributed to an exemplary industry research report for the Supreme People's Court, focusing on the online gaming sector, and has frequently advised on legislation and regulatory matters for both the interactive entertainment and internet sectors. Sun is a sought-after speaker at online gaming forums, where he shares insights from his work on the translation and analysis of domestic and international legislation and case law in online gaming. He is a key member of several university research projects on online gaming and live streaming.

Mr. Sun is a partner of Yuanhe & Twelve Table and an of counsel of Jun Wang & Associates. He has an extensive background in the judicial system. He is a member of various legal and intellectual property organizations, including the Copyright Law Committee of the Beijing Intellectual Property Law Research Association, a special researcher at the Internet Research Center of the Chinese Academy of Social Sciences University, and an expert member of the Legal Committee of the China TV Drama Production Industry Association. He leads the Gaming Committee of the Beijing Cultural Entertainment Law Society, serves on the Intellectual Property Protection and Utilization Committee of the Shanghai Online Game Industry Association, is an expert mediator at the Beijing Sunshine Mediation Center, and teaches entertainment law at China University of Political Science and Law.

Published Works

Guide to overseas distribution of Video games

Research on the Judicial Protection of Video Games

Judicial Protection of Intellectual Property Rights of Video Games

Analysis of Foreign Video Games Law Cases