



## Yufeng Li

*Shanghai*

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### **PRACTICE AREAS**

- General corporate
- Foreign direct investment
- Corporate compliance
- Media and entertainment
- Data protection
- Intellectual property

### **PROFESSIONAL EXPERIENCE**

Prior to joining Han Kun, Mr. Li had been as a partner at a law firm in Shanghai since 2005 before participating in the establishment of Shanghai Young-Ben Law Firm in 2007 as the founding partner.

Mr. Li's primary practice areas are general corporate and commercial, foreign direct investment, and legal services related to the Advertising Law, the Law Against Unfair Competition, the Data Security Law, the Personal Information Protection Law, the Intellectual Property Law, and other laws involved in the culture and media industry.

Mr. Li is well experienced in dealing with various issues of corporate compliance involved in business operation, especially in the culture and media industry. His profound legal background and insight into market changes serve as the foundation for Mr. Li to provide compliance advice and legal guidance to companies in the fields of advertising, film and television, and games, including large multinational company groups and other companies. Focusing his practice on the Advertising Law, the Law Against Unfair Competition and the Intellectual Property Law, Mr. Li always maintains his diligent attitude to provide clients with efficient and professional services.

### **EDUCATION**

Mr. Li graduated from Shanghai Jiaotong University with a Bachelor of Law degree in Foreign Economic Law. He then received a Master of Laws degree from East China University of Political Science and Law in Economic Law.

### **QUALIFICATIONS**

Member of the PRC Bar

### **WORKING LANGUAGES**

Chinese, English



## 李玉峰

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### 业务领域

- 一般公司事务
- 外商直接投资
- 公司合规
- 传媒娱乐
- 数据保护
- 知识产权

### 工作经历

在加入汉坤律师事务所之前，李玉峰律师曾于 2005 年起担任上海某律师事务所的合伙人，后又于 2007 年参与组建了上海原本律师事务所并担任合伙人。

李律师的主要执业领域包括一般公司和商事事务、外商直接投资，以及与广告法、反不正当竞争法、数据安全及个人信息保护法、知识产权法和其他文化传媒行业所涉法律相关的服务。

李律师在处理企业，尤其是文化传媒行业的企业运作过程中涉及的各类法律问题上，拥有丰富的实务经验。李律师深厚的法律底蕴和对市场变化的洞悉，是其向广告、影视、游戏行业的企业，包括大型跨国集团、公司等开展境内业务提供合规意见和法律指导的基础和保障。以广告法、反不正当竞争法、知识产权法等作为钻研的核心，李律师始终保持其勤谨的工作态度，为客户提供高效专业的服务。

### 教育背景

李律师毕业于上海交通大学，获涉外经济法专业法学学士学位，之后从华东政法大学经济法专业获得专业法律硕士学位。

### 执业资格

中华人民共和国律师执业资格

### 工作语言

中文、英文