

PROFILE

BEITEN BURKHARDT China Practice Track Record

Summary of consulting projects:

MEDIA LAW

- Full-service advice on the setting up and restructuring of joint ventures in the area of "printing" professional journals
- Full-service advice to a European media company on its entry into the Chinese market, in particular on the launch of various weekly magazines in China
- Advice and assistance to a German media company on the full protection of its trade mark rights
- Advice on the setting-up of a TV production company
- Advice on the setting-up of a wholly foreign owned media consulting company and advice on the structuring of its market entry and on the distribution of publications in China
- Advice on and negotiation of various licence agreements for TV rights and other rights of use
- Advice on the establishment of various "advertising" joint ventures for foreign media companies