



## SUN, Xuechang 孙雪畅

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City: Beijing

Practices: Entertainment & Media

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### Basic Information

Sun Xuechang is a counsel at Haiwen & Partners. Her primary practice focuses on legal matters in the media, film, television, music, and broader entertainment and cultural industries. She is particularly experienced in handling legal affairs related to artist management, creative rights protection, performances, commercial endorsements, business activities, and corporate governance within the entertainment sector.

### Professional History

Sun Xuechang joined Haiwen & Partners' Beijing office in 2018. She began her practice specializing in private equity investment and mergers and acquisitions, where she gained solid experience in equity transactions. She subsequently joined the firm's entertainment law team, dedicating her practice to entertainment legal matters centered on copyright law. Over time, she has developed a professional focus on serving artists, creators, actors, musicians, and related professionals.

### Experience Highlights

- Providing legal services including drafting, negotiation, and related support for contracts concerning engagement, licensing, management, performances, advertising endorsements, and commercial activities for numerous renowned directors, producers, actors, screenwriters, singers, musicians, and painters. Also representing client in the enforcement of their intellectual property and personality rights, such as portrait, name, and reputation rights.
- Possesses extensive research and practical experience in the field combining artificial intelligence and copyright law.
- Handling cross-scenario licensing and commercial development for well-known IPs across film, television, music, literature, painting, gaming, theme parks, and other sectors.
- Advising on the development, investment/financing, production, and distribution of numerous feature films, TV series, and variety shows. Work includes drafting and reviewing related agreements covering copyright licensing, investment/co-production, engagement of key creatives and crew, production, and distribution.
- Advising several major Hollywood film studios and their China-based affiliates on a range of matters, including

theme park operations, merchandising, marketing campaigns, publishing initiatives, and large-scale event organization, providing legal counsel and handling contract drafting and review.

- Offering structural design and full-process legal services to domestic and international film, television, music, and various cultural/entertainment companies for their commercial activities and equity transactions in China.

## **Admissions**

Sun Xuechang practices law in Mainland China and the State of California, USA.

## **Publication**

Sun Xuechang contributed as an author to the Chambers Global Practice Guide: Advertising & Marketing (China Chapter) published by Chambers and Partners (2021 and 2025 editions) and authored a practice article titled “The Rise of Chinese Mini-Series” for the Chambers “Expert Focus” column.

## **Education**

Sun Xuechang obtained her Bachelor of Laws degree from Zhejiang University in 2014 and her Juris Doctor degree from the University of California College of the Law, San Francisco (formerly UC Hastings College of the Law) in 2018.

## **Language**

Mandarin, English