



Xiaozhu Zhao, Esq.

Partner

Startup Law, Extraordinary Ability Immigration,
Nonprofit & Philanthropic Organizations

Email: xzhao@junwanglaw.com

Bar Admission

New York State Bar

Court Admission

United States District Court
for the Eastern District of
New York

Education

LL.B. Peking University
School of Law
LL.M. New York University
School of Law

Membership

New York State
Bar Association

Ms. Zhao leads the firm's Startup Law practice, advising clients across the entertainment, creative, and retail industries. Her work spans the full lifecycle from corporate formation, employment compliance, corporate governance, intellectual property protection, commercial transactions, to investment and financing matters. She is dedicated to empowering startups to establish strong legal foundations and achieve sustainable growth. In the field of business immigration and extraordinary ability planning, Ms. Zhao has deep experience guiding professionals through EB-1A, NIW, and O-1 petitions. In addition, known for her precision and dedication, she is regarded as a trusted long-term advisor by clients who continue to rely on her counsel in managing their family enterprises and philanthropic ventures.

A respected thought leader, Ms. Zhao regularly speaks at industry conferences and contributes articles on topics including cross-border immigration strategy, intellectual property protection, startup compliance, and professional development. She collaborates with policy institutes, investment companies, top universities nationally and internally on legal and regulatory reform and serves as a mentor to entrepreneurial and creative communities. Ms. Zhao is also a key pro bono partnership attorney with Volunteer Lawyers for the Arts (VLA), the nation's first and foremost legal aid organization dedicated to supporting artists and creative professionals since 1973.

Before joining the firm, Ms. Zhao gained extensive experience in international business and public international law. She served as a legal researcher with the Codification Division of the UN Office of Legal Affairs in New York and the UN International Law Commission in Geneva, supporting South Africa and China Commissioners.

Thomson Reuters has repeatedly recognized Ms. Zhao on the Super Lawyers list.

Representative Matters — Startup Law

- Serves as general counsel to a rapidly expanding consumer goods group with operations across the United States and globally. The company has grown to nearly one hundred retail locations and reached a valuation in the billions of dollars. Ms. Zhao's work includes corporate restructuring, organizational and equity shareholding structure optimization; commercial leasing, joint venture structuring, employee equity incentive plans; global trademark and IP portfolio management, dispute resolution, and multiple financing transactions ranging from several millions to tens of millions of dollars.
- Serves as exclusive legal counsel to a cross-border luxury fashion brand active at New York and Milan Fashion Weeks. Ms. Zhao provides comprehensive legal services, including corporate formation; intellectual property protection strategies, such as trademark registration and maintenance, copyright protection, and brand collaboration projects; investment and subscription agreements; employee equity incentive plans and ongoing transactional and operational matters.
- Provides comprehensive legal services to a high-end ski apparel brand, including corporate formation; trademark registration and maintenance; intellectual property negotiations; and cross-border commercial agreements.
- Serves as general counsel to a New York-based festival and event company with nationwide operations. Ms. Zhao advises on corporate structure; employment compliance; global intellectual property registration, maintenance, and licensing; and dispute resolution.
- Provides comprehensive legal services to an emerging creative production company, including corporate formation; intellectual property registration and maintenance; and commercial leasing.
- Provides legal services to an emerging publishing and bookstore venture in connection with investment matters.
- Provides legal services to the U.S. subsidiary of a multinational sports car modification and sales company, including corporate formation; trademark registration; and intellectual property enforcement matters.
- Provides legal services to a multinational nonprofit organization in connection with the establishment of a public art foundation in the United States and commercial leasing.
- Provides exclusive legal representation to creative agencies, artists, and emerging art galleries established in the United States, covering corporate formation; financing; establishment of special-purpose entities; and intellectual property protection.

- Provides legal consultation and opinions on the use and licensing of intellectual property content related to television series, films, and documentaries.

Representative Matters — Nonprofit & Philanthropic Organizations

- Provides legal counsel and assistance to a wide range of public charities and private foundations in the fields of education, entrepreneurship, arts, culinary culture, and religion; and offers ongoing advice on appropriate legal structures, corporate governance, fundraising, and management matters.

Representative Matters — Business Immigration

- Since 2017, provides exclusive legal representation to world-renowned Japanese artists (photographers and architects) and their creative studios in the United States, assisting with the promotion of their cross-cultural projects across major business states including New York, Washington, D.C., Texas, and California. The representation covers site-specific art projects and collaborations with the Smithsonian Institution, the world's largest museum, education, and research complex.
- Since 2020, has successfully represented petitioners in federal court proceedings across different federal jurisdictions, including New York, North Carolina, and Pennsylvania, obtaining USCIS approvals for long-pending cases through federal litigation.
- Represents high-net-worth individuals and accomplished professionals across various industries, particularly in the EB-1A and other "extraordinary ability" categories, in filing motions to reopen or reconsider unfavorable USCIS decisions before the agency or its Administrative Appeals Office (AAO). These successful motions have resulted either in direct case approvals or in remands by the AAO to USCIS field offices for further review.
- Since 2017, serves as lead attorney and legal advisor for multiple leading China-based immigration consulting firms on EB-1A and NIW evaluation and petition projects, including one of the largest immigration consulting companies in China.
- Nearly a decade ago, began providing comprehensive legal planning and representation for creative agencies, artist studios, art galleries, creative hospitality businesses, and their investment entities established in the United States, assisting founders and key executives in securing lawful business immigration status.
- Serves as principal partnership attorney for leading art institutions on the U.S. East Coast and several major artist agencies, providing O-1 and P-3 visa planning and management for its alumni and clients.