

# Amy Chung

Partner | Intellectual Property | Hong Kong

✉	amy.chung@deacons.com
☎	+852 2825 9671

## Amy is a Partner in the IP Commercial & Litigation Practice.

Amy is admitted as a solicitor in Hong Kong. She holds a BA degree (First Class Honours), a LLB degree and a PCLL from the University of Hong Kong.

Amy has extensive experience advising on IP/IT matters including IP transactions, technology transfers, IP due diligence, digital solutions development, licensing and other commercialization of IP, drafting and negotiation of a wide range of commercial agreements and IP issues in initial public offering projects. Her practice also includes advising on various general commercial and local law compliance issues in a wide spectrum of areas including advertising, internet, domain names, trade descriptions, product guarantees, after sales services, consumer protection, toys and electronic goods safety, regulation of certain restricted products, product and food labelling.

Amy's practice encompasses extensive data protection and privacy experience including advising a wide spectrum of clients from all walks of business/industry sectors on all aspects of data privacy including on data privacy audits and regulatory compliance for collection, use and provision of personal data, drafting and review of privacy policies and all related manuals/guidelines/policies, conducting compliance training workshops, privacy impact assessments, and advising clients on investigations and enforcement actions by the Hong Kong Privacy Commissioner.

Amy also advises on intellectual property protection and enforcement including trade mark and copyright infringement, passing off, infringing company names, domain names, trade secrets and breach of confidence in Hong Kong. Amy assists a wide spectrum of clients in relation to the recordation, investigations and enforcement actions with the Hong Kong Customs and Excise Department, and regularly acts as an on-site legal advisor of major trade fairs in Hong Kong. Amy also has experience in trade marks matters (advice, search, application, opposition and appeal) in Hong Kong.

Prior to her current role, Amy was a Senior Legal Counsel (with IP/IT specialisation) at one of the world's largest professional services firms advising on IP/IT, technology ventures and emerging technologies, digital solutions development and commercialisation projects, IT procurement, technology transfers, data protection and privacy, and other general commercial/contract matters.

## Highlights

- Advising a multinational technology and internet services provider on data privacy issues and conducting annual audit on personal data practices of its Hong Kong office.
- Advising a public transportation operator on data transfers and data migration issues relating to its customer loyalty and rewards programme, and on privacy implications and privacy impact assessments in relation the transfer of cross border data, security and retention of personal data.
- Advising a non-profit organization on data protection and local law compliance issues relating to its online dispute resolution platform for COVID-19 disputes.
- Advising one of the world's leading package delivery companies on end-user service agreements, and various contract, consumer protection, IP and other local law compliance issues.
- Advising various mobile app developers on terms of use and policies for mobile apps, and various IP and local law compliance issues.
- Acting for one of the world's leading multinational electronic products conglomerates on an Appeal before the Hong Kong Court of First Instance against the Trade Mark Registrar's decision in a trade mark invalidation action, successfully invalidating a Chinese company's infringing trade mark registrations in Hong Kong.
- Advising major clients including internationally well-known brands in luxury clothing and accessories, sporting goods and equipment, and financial services industries on protection



## Principal Areas

- Data Protection and Privacy
- Intellectual Property
  - Copyright
  - Enforcement and Litigation
  - Internet and Online Business
  - IP Commercial Advisory

## Sectors

- Consumer Goods and Retail
- Education
- Hospitality and Leisure
- Life Sciences and Healthcare
- Technology, Media and Telecom
  - Media and Entertainment
- Transportation and Logistics

## Languages

- English
- Cantonese
- Mandarin

## Jurisdictions

- Hong Kong

and enforcement of their company name portfolio and actions against shadow companies in Hong Kong.

- Advising on IP, privacy and data protection, confidentiality and other related legal issues in product development, deployment and commercialisation of various cutting-edge innovative technology and ventures projects.

## More about Amy Chung

---

### Accolades

---

- **Legal 500**
  - Recommended Lawyer, IP, Hong Kong (2023)
  - Recommended Lawyer, TMT, Hong Kong (2021– 2023)
- **Euromoney Rising Stars Awards**
  - Rising Star, Technology, Asia Pacific (2022)
- **Euromoney Legal Media Group's Expert Guide**
  - Rising Star, TMT, Hong Kong (2022)

### Appointments/Memberships

---

- Member, The Law Society of Hong Kong
- Council Member, The Licensing Executives Society, China – Hong Kong sub-chapter
- Ordinary Member, The Hong Kong Institute of Trade Mark Practitioners

### Education

---

- PCLL, University of Hong Kong
- LLB (Hons), University of Hong Kong
- Bachelor of Arts (First Class Honours), University of Hong Kong