

Eliza Siew

Counsel | Intellectual Property | Hong Kong

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| ✉ | eliza.siew@deacons.com |
| ☎ | +852 2826 5345 |

Eliza is a Counsel in the IP Commercial & Litigation practice group of Deacons' Intellectual Property Department.

Eliza is dually qualified as a solicitor in Hong Kong (2011) and England & Wales (2022). She holds an LLB and a PCLL from the University of Hong Kong.

Eliza has experience in advising many Hong Kong companies and MNCs on strategic issues in Hong Kong relating to the protection, enforcement and commercial exploitation of intellectual property rights as well as the data protection law in Hong Kong. She has represented some of the world's leading companies in IT, internet services, finance, fintech, entertainment, mass transportation, pharmaceuticals, body care and luxury goods industries.

Eliza has represented different clients before the Administrative Appeal Board in appeals against the decision of the Personal Data Privacy Commissioner and before the Office of Communications Authority for various consumer complaints.

Eliza's broad practice ranges from IP protection and enforcement, to commercial exploitation of intellectual property rights, to cutting edge data protection issues. Eliza has represented some of the world's leading companies in the IT, internet services, finance, fintech, entertainment, mass transportation, pharmaceuticals, health care and luxury goods industries.

She has advised many Hong Kong companies and multinationals on complex IP infringement actions and disputes, as well as the IP aspects of joint ventures and restructuring of businesses including technology transfer and licensing issues.

Eliza also advises a wide spectrum of clients on data privacy and has appeared before the Administrative Appeal Board in appeals against the decision of the Personal Data Privacy Commissioner including representing Google in a landmark decision on "the right to be forgotten" in Hong Kong. She has continues to act in novel and challenging areas of law from advising on clearing copyright ownership and title in relation to an extremely valuable artwork, to the National Security Law and appearing before the Office of Communications Authority in relation to consumer complaints.

Highlights

Contentious IP

- Advising a China-based insurance and financial conglomerate dual-listed in Shanghai and Hong Kong in a long-running passing off High Court action against another listed company in Hong Kong and defending a related trade mark infringement suit for the client.
- Successfully acting for Google, a leading global IT company, and a mass transportation company in Hong Kong in appeals against the decision of the Personal Data Privacy Commissioner before the Administrative Appeal Board.
- Advising a global technology giant on defending a Norwich Pharmacal application concerning pre-action disclosure and successfully achieving discontinuation of the other side's application discontinued in favour of the client.
- Advising a China-based health food company in defending against the grant of interlocutory injunction in Hong Kong and seeking a stay of proceedings in a complex case involving overseas intellectual property rights, double-actionability and jurisdictional issues.
- Advising an international media company on a global trade mark dispute with an ex-distributor involving India and the South-East Asian region, including filing complaint with the Office of the Communication Authority involving revocation of non-domestic TV licences and handling



Principal Areas

- Data Protection and Privacy
- Intellectual Property
 - Enforcement and Litigation
 - IP Commercial Advisory

Sectors

- Art
- Private Wealth
- Technology, Media and Telecom
 - Media and Entertainment

Languages

- English
- Mandarin
- Cantonese

Jurisdictions

- Solicitor, Hong Kong (2011)
- Solicitor, England & Wales (2022) (Non-practicing)

various trade mark proceedings.

Commercial IP

- Advising a global film production company on clearing copyright ownership and title in relation to well-known comic series as well as its adaptation and revival.
- Advising and representing various high-net worth individuals on clearing copyright ownership and title in relation to an extremely valuable artworks and negotiation of the sales and purchase.

More about Eliza Siew

Accolades

- **Legal 500**
 - Recommended Lawyer, IP, Hong Kong (2023)
- **Asian Legal Business**
 - Rising Star, Hong Kong (2023)

Appointments/Memberships

- Member, The Law Society of Hong Kong

Education

- PCLL, University of Hong Kong (2008)
- LLB, University of Hong Kong (2006)
- BSc, University of Hong Kong (2005)

Publications

- Author, “The word on the street: the risk of using slang in advertising”, *Deacons’ client alert* (Oct 2022)
- Co-author, “Copyright and other topics (Semiconductor Circuits Matter, Promoting Invention, Non-Competition Law, Criminal Law, and Civil Litigation Court law”, published by *AIPPI Japan* (Oct 2021)
- Co-author, “Territorial limitation of data protection law and the “right to be forgotten” in Hong Kong – A landmark decision by the Administrative Appeals Board”, *Lexology* (Feb 2021)

Recent Activities

Seminars/Presentations

- Speaker, a series of monthly seminars organised by the Hong Kong Art Development Council to its grantees on the topics of copyright law, the National Security Law and their impact on the creative industry (June 2021 – present)
- Speaker, “Personal Data Privacy Protection”, *Deacons’ bespoke seminar for an American multi-national consumer goods corporation (P&G)*, Hong Kong (Jun 2018)

- “Domain Name Infringement Enforcement Strategy”, *CPD course for In-House Lawyers* (Feb 2012)
- “Formulating Settlement Offers for Copyright Infringement Cases”, *CPD course* (Feb 2018)
- Speaker, “A Copyright seminar”, Bespoke seminar for a tech company (Mar 2021)