

## Joyce Lee

SENIOR ASSOCIATE | SINGAPORE

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✉ JOYCE.LEE@WITHERSWORLDWIDE.COM

☎ +65 6238 3033

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SECRETARY HAZEL CHOO

✉ HAZEL.CHO@WITHERSWORLDWIDE.COM

☎ +65 6238 3274

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Joyce is a senior associate in the intellectual property and the technology team.

Joyce specialises in structuring, negotiating and counselling on transactions and commercial contracts, with a focus on the TMT sector. She advises a diverse range of clients, including multinationals, government agencies and technology start-ups, in cross-border and domestic deals. These deals include joint ventures, collaborations, mergers & acquisitions, and technology transfers.

Joyce also advises clients on data protection laws, advertising laws and regulations, and all aspects of intellectual property. Her experience is multifaceted, covering matters such as advertising clearance, data protection compliance, distribution and franchising.

Joyce holds Certified Information Privacy Professional/Europe (CIPP/E) and Certified Information Privacy Manager (CIPM) credentials from the International Association of Privacy Professionals.

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## Track record

## Leading independent TV production company

Represented Wawa Pictures on two international co-production agreements and advised the company on compliance with IMDA grant terms for the two international co-productions.

## Employment documentation

Represented a US company in a US\$30 million acquisition of virtual peer network technology applications.

## NASDAQ-listed company

Represented a NASDAQ-listed provider of connected-car and location-based platform services on the sale and license-back of technology as part of its strategic partnership with a Singapore-based ride-hailing technology company.

## Leading paint manufacturer

Advising a leading paint manufacturer on the restructuring of intellectual property ownership and holding for its worldwide entities and implementing intra-group contracts for the project.

## Online payment facility in Singapore

Advised a leading customer-to-customer e-commerce website on the implementation of its online payment facility in Singapore.

## Venture capital

Advised the venture capital arm of a Japanese e-commerce giant on intellectual property transfer and services agreements as part of Series A funding in a US-Singapore start-up which specialises in mobile advertising.

## Major sports footwear and apparel company

Advised a major sports footwear and apparel company on legal and regulatory issues pertaining to the implementation of its social media marketing campaign in Singapore.

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## External publications

Contributor, Internet & E-Commerce and Cloud Computing resource modules, Lexis Practical Guidance Singapore

## Admissions

Singapore, 2011

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## Education

University of Durham, LLB (Hons)

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## Languages

English

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## Memberships

Law Society of Singapore

Singapore Academy of Law

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## Key dates

Year joined: 2020

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