

Joyce Lee

SENIOR ASSOCIATE | SINGAPORE

+65 6238 3033

joyce.lee@witherskhattarwong.com



Joyce is a senior associate in the Intellectual Property and Technology team

Joyce specialises in structuring, negotiating and counselling on transactions and commercial contracts, with a focus on the technology and media sectors. 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 advertising laws and regulations, data protection laws, and all aspects of intellectual property. Her experience is multi-faceted, covering matters such as advertising clearance to address intellectual property issues, data protection legal due diligence exercises, franchise, and licensing.

Joyce is passionate about helping clients to create value with their intellectual assets.

TRACK RECORD

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

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.

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.

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

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.

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.

ADMISSIONS

- Singapore, 2011

PUBLICATIONS

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

MEMBERSHIPS

- Law Society of Singapore
- Singapore Academy of Law

EDUCATION

University of Durham, LLB (Hons)

LANGUAGES

ENGLISH

DATES

JOINED: 2020

Singapore

80 RAFFLES PLACE, #25-01 UOB PLAZA 1, 048624