



Technology, Media & Telecommunications

Representing leading technology and Internet companies, our multinational IT Practice Group combines in-depth legal expertise with a strong understanding of the market, market practices worldwide and detailed IT and social media knowledge. We are able to guide and advise clients on many aspects of business related to the Internet and technology, aided by our involvement in Internet specific professional associations in Hong Kong and our participation in intellectual property groups in Europe and the United States. Our considerable experience of working in China allows us to advise clients on the PRC's complex regulatory environment, including identifying and clarifying issues, dealing with government officials and arranging permits and licences. Fully conversant with China and international tax law as it affects IT ventures, our team can also advise on tax planning and structuring.

Our experienced media and entertainment team offers clients a wealth of practical advice on all aspects of media law and intellectual property rights.

In addition to intellectual property issues arising from legacy work by artists and brands, our firm supports clients in areas as diverse as fine art auctions, advertising engagement and campaigns, charitable outreach activities, sweepstakes, the liability of Internet intermediaries and anti-infringement actions for Internet IP abuse.

Information security

- › advising on the creation of email protection systems that track emails and control how long they can be read
- › preparing licences and sub-licences, as well as cooperation and distribution agreements, for e-security solutions and data encryption

e-wallet, e-procurement, e-payment, encryption, e-trading

- › acting for IT companies launching e-ticketing, e-trading, e-banking and e-payment services
- › advising on electronic money and electronic wallet projects in Asia

Software licensing

- › advising on licensing for all software applications
- › advising on legal compliance regarding website layouts and content

Reseller/Service level agreements

- › preparing agreements for provision of internet services including outsourcing and reseller agreements

Biometrics & digital identification

- › acting for companies specialising in digital identification products and biometric technology
- › advising on projects involving high-end computer vision software applications, such as those providing 24 hour vehicle licence plate recognition

Supply chain structuring

- › acting for leading logistics R&D companies expanding into China

Personal data privacy

- › advising upon the legal nature of personal data privacy and identifying its abuse contrary to statute, both directly for data users and indirectly through data processors

Intellectual property rights on Internet

- › considering and advising upon the abuse by infringement on the internet of intellectual property rights

Confidential information on Internet

- › advising upon the contractual protection against Internet abuse of confidential information and trade secrets

Internet advertising

- › advising upon the relative responsibilities and liabilities of service providers in all fields of Internet advertising

Copyright issue on media

- › advising upon all areas of media usage infringing copyright, both in real time and virtually through the Internet

Client protection against broadcast media

- › reviewing for client protection all relevant issues arising from TV and radio real-time and recorded broadcasting media

Contacts

Mr Hank Lo

Tel: (852) 2533 2552

Email: hanklo.office@sw-hk.com

Ms Heidi Chui

Tel: (852) 2533 2540

Email: heidichui.office@sw-hk.com