



## Representative Legal Matters

### Lex Kuo

Prior to joining Baker McKenzie, Lex handled the following matters:

#### **Technology & Intellectual Property**

- Advised a Chinese internet content platform on compliance with consumer protection laws and privacy laws, including GDPR, in Singapore, Hong Kong, Japan, South Korea, the US, Europe, the Philippines, Indonesia, and Brazil, for all of its major social media products.
- Advised a leading internet technology company in China on regulatory advice, integration strategy, transitional terms of services, and its privacy policy for the merger of two flagship mobile applications in more than 45 jurisdictions.
- Advised a leading Chinese internet and technology company on its terms of services, standard services contracts, and SLAs for its global services offering.
- Advised a leading internet technology company on major outsourcing agreements, long-term services agreements, and collaborative technology projects.
- Advised a leading Chinese internet and technology company on the globalization of its video platform in more than 15 jurisdictions in the Asia Pacific region, including advising on the regulatory compliance bible, terms of services, standard content acquisition agreements, and creative services agreements with content producers and influencers.
- Advised a leading Chinese internet and technology company on its global advertisement services, including standard advertisement services agreement, insertion orders, privacy policies, and user notices, as well as advertisement policies on gambling, drugs, and firearm advertisements.
- Advised a leading US biotech company on PRC technology transfer regulations in connection with its cross-border licensing and PRC IP strategy.
- Advised a US theme park operator on the sale of its 21% interest to a Chinese buyer and relevant licensing matters for establishing theme parks in China.
- Advised a US electric vehicles manufacturer on regulatory compliance matters for its market entry and business model in China.
- Advised a UK company on its acquisition of a Chinese medical device company.

#### **Game & E-sport**

- Advised a leading Chinese game company on its global regulatory compliance program and the global terms of services for its flagship game products.

- Advised a leading Chinese internet and technology company on regulatory compliance in connection with market entry and game localization, including content moderation guidelines and content clearance advice.
- Advised a leading Chinese internet and technology company on the organization, production, and exploitation of an e-sport event in the Asia Pacific region.

### **Cybersecurity & Data Privacy**

- Advised a leading Chinese internet and technology company on compliance with GDPR for its various products, including messaging, payments, gaming, and cloud products.
- Advised a US cybersecurity endpoint software company on the relevant compliance requirements in the PRC for offshore SAAS and PAAS service providers.

### **Entertainment, Sports & Media**

- Advised a leading Chinese internet and technology company on its co-financing and co-distribution transaction for various high-profile, award-winning films.
- Advised a leading Chinese internet and technology company in its agreement to become the Exclusive Official Digital Streaming Media Partner for an American football league in China.
- Advised a US VR company on its location-based entertainment license agreement with its Chinese partner.
- Advised a leading Chinese online content aggregator on its content acquisition agreements and creative services agreements with content owners and talents in Asia, the US, and South America.
- Advised a leading Chinese film company on its co-financing and co-production of a film and TV series based on an award-winning Chinese novel.
- Advised on a US leading toy manufacturer's strategic partnership in China with China's largest parenting website and related PRC intellectual property and data privacy issues.
- Advised major Hollywood studios, production companies, and investors on Sino-foreign co-production film and television projects in China.
- Advised a major Hollywood studio, a Chinese investment holding company, and a Chinese entertainment company on co-production of an English-language Hollywood film project.