



Karen Tong

Consultant

Karen is a lawyer whose practice spans a range of general commercial matters, with expertise in media, technology and intellectual property licensing.

Prior to joining Wellington Legal, Karen worked for a top tier international law firm, as an in-house counsel for a US multinational media company and the commercial division of a UK public media company. Her work included:

- ◉ Distribution of video content on multiple platforms (online, mobile and traditional television)
- ◉ Content rights acquisitions from major production studios for multi-platform use
- ◉ News and entertainment content production and co-production, including format licences, talent agreements and releases
- ◉ Branded merchandising (eg. branded and character products and promotions)
- ◉ Branded live events (eg. mall events, pop-ups, exhibitions)
- ◉ Mobile and online applications and games development and distribution
- ◉ Website development, including e-commerce
- ◉ Website policies, including user agreements, privacy policies, social media guidelines
- ◉ Software licenses and IT services including SEO, website maintenance and updates
- ◉ Marketing arrangements: marketing and PR agencies, barter, sponsorship, contest terms and conditions
- ◉ Brand protection against piracy (cease and desist)
- ◉ Advertising sales, standards and practices

She has also consulted for clients including:

- ◉ A US multinational technology company on commercial arrangements around their mobile application offering transportation, delivery and payment services
- ◉ A US multinational technology company researching innovation and policy in relation to AI, cybersecurity, data privacy and cloud, particularly use in healthcare

Karen has also supported compliance and regulatory teams in broadcasting and media, telecommunications, investment and insurance industries, as well as human resource management (employee handbooks and training, e.g. diversity and inclusion, corruption and anti-bribery, personal data privacy) in various organizations.

She graduated with a law degree (LLB)(Hons) from University College London and completed her PCLL at City University of Hong Kong.

Karen is fluent in English, Cantonese and conversational in Mandarin.

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PRACTICE AREAS

- ◉ Corporate and Commercial
- ◉ Technology, Media and Telecommunications
- ◉ Intellectual Property

ADMISSIONS

Hong Kong 2006