

Eliza Siew

Counsel | Intellectual Property | Hong Kong

✉	eliza.siew@deacons.com
☎	+852 2826 5345

Eliza is a Counsel in the IP Commercial & Litigation practice group of Deacons' Intellectual Property Department.

Holding an LLB and a PCLL from the University of Hong Kong, Eliza is a dually qualified solicitor in Hong Kong (2011) and England & Wales (2022). She also passed the GBA Legal Professional Examination in 2023.

With vast experience in advising Hong Kong companies and MNCs, Eliza specializes in intellectual property litigation, enforcement, due diligence as well as tech transfer, commercial exploitation and licensing of intellectual property rights. She has represented various quasi government bodies, education institutes, and research & development facilities, as well as some of the world's leading companies in various industries including IT, internet services, finance, fintech, entertainment, mass transportation, pharmaceuticals, body care and luxury goods.

Eliza is also a trusted advisor in the field of data privacy and data disclosure. She has appeared before the Administrative Appeal Board in appeals against decisions of the Personal Data Privacy Commissioner, including representing Google in a landmark case involving "the right to be forgotten" in Hong Kong. Eliza also has experience in handling Norwich Pharmacal applications and defending data disclosure requests made by private entities or public authorities.

Eliza has gained significant practical legal experience and related business knowledge concerning internet services, online platforms, fintech, virtual currency, blockchain, digital products and cloud services as a result of her involvement in various due diligence and legal clearance projects. She has also advised clients on IPR issues and data privacy concerns arising from the use of AI-generated content.

Eliza continues to handle novel and challenging cases, from advising on copyright ownership and title clearance for valuable artworks, handling art transactions to navigating the cutting-edge National Security Law, legal compliance for internet contents and addressing consumer complaints before the Office of Communications Authority.

Highlights

Contentious IP

- Advising a China-based insurance and financial conglomerate dual-listed in Shanghai and Hong Kong in a long-running passing off High Court action against another listed company in Hong Kong and defending a related trade mark infringement suit for the client.
- Advising a global technology giant on defending a Norwich Pharmacal application concerning pre-action disclosure and successfully achieving discontinuation of the other side's application in favour of the client.
- Advising a China-based health food company in defending against the scope of interlocutory injunction in Hong Kong and seeking a stay of proceedings in a complex case involving overseas intellectual property rights, double-actionability and jurisdictional issues.
- Representing a mass public transportation company in a patent ownership dispute with its service provider regarding the prototype of a detection system.
- Advising an international media company on a global trade mark dispute with an ex-distributor involving India and the South-East Asian region, including filing complaints with the Office of the Communication Authority seeking revocation of non-domestic TV licences and handling various trade mark proceedings.

Commercial IP



Principal Areas

- Data Protection and Privacy
- Intellectual Property
 - Enforcement and Litigation
 - IP Commercial Advisory

Sectors

- Art
- Private Wealth
- Technology, Media and Telecom
 - Media and Entertainment

Languages

- English
- Mandarin
- Cantonese

Jurisdictions

- Solicitor, Hong Kong (2011)
- Solicitor, England & Wales (2022) (Non-practicing)

- Advising a global film production company on clearing copyright ownership and title in relation to well-known comic series as well as its adaption and revival.
- Advising on tech licensing, R&D and commercialisation projects for various universities and their spun-off companies.
- Advising and representing a real estate development company on IPR matters and agreements in a merger & acquisition.

Data Protection and Privacy

- Successfully acting for Google, a leading global IT company, and a mass transportation company in Hong Kong in appeals against the decision of the Personal Data Privacy Commissioner before the Administrative Appeal Board.
- Advising and acting for a US-based multinational consumer product manufacturer and distributor in data protection inquiries conducted by the Personal Data Privacy Commissioner and the Office of Communications Authority.
- Advising on pre-emptive measures and corporate practices for data protection compliance in Hong Kong for various multi-national companies including without limitation a leading IT and internet company based in US, a Japanese multinational manufacturer of digital and electronic products, a pharmaceutical company based in Switzerland and an international luxurious watch manufacturer.

Art Law

- Advising and representing various high-net worth individuals and a family trust on clearing copyright ownership and titles of extremely valuable artworks and negotiation of the sales and purchase and loan agreements.
- Advising a private bank on various art financing deals by clearing titles of and conducting comprehensive due diligence for extremely valuable artworks.

More about Eliza Siew

Accolades

- **Legal 500**
 - Recommended Lawyer, IP, Hong Kong (2023)
- **Asian Legal Business**
 - Rising Star, Hong Kong (2023)
- **IAM Strategy 300**
 - World's Leading IP Strategist (2023)
- **Asia Legal Awards**
 - Nominated for "Data Privacy Lawyer of the Year" (2023)

Appointments/Memberships

- Member, The Law Society of Hong Kong

Education

- PCLL, University of Hong Kong (2008)
- LLB, University of Hong Kong (2006)
- BSc, University of Hong Kong (2005)

Publications

- Co-author, “Using generative AI in your business”, *Deacons Client Alert* (Jun 2023)
- Author, “The word on the street: the risk of using slang in advertising”, *Deacons’ client alert* (Oct 2022)
- Co-author, “Copyright and other topics (Semiconductor Circuits Matter, Promoting Invention, Non-Competition Law, Criminal Law, and Civil Litigation Court law”, published by *AIPPI Japan* (Oct 2021)
- Co-author, “Territorial limitation of data protection law and the “right to be forgotten” in Hong Kong – A landmark decision by the Administrative Appeals Board”, *Lexology* (Feb 2021)

Recent Activities

Seminars/Presentations

- Co-Speaker, “Advertising law compliance and other minefields – Copyright and other IP considerations in advertising”, *Deacons’ bespoke seminar for a Hong Kong-listed conglomerate* (Dec 2023)
- Panelist, “Overview of Art Financing in Hong Kong”, *Deacons In-house Corporate Counsel Forum* (Oct 2023)
- Speaker, “Using generative AI in your business – risks and tips”, *Deacons In-house seminar* (May 2023)
- Speaker, a series of regular seminars organised by *the Hong Kong Art Development Council* to its grantees on the topics of copyright law, the National Security Law and their impact on the creative industry (June 2021 – present)
- Speaker, “Personal Data Privacy Protection”, *Deacons’ bespoke seminar for an American multi-national consumer goods corporation*, Hong Kong (Jun 2018)