

CURRICULUM VITAE

NAME: Deanna Wong

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EDUCATION: Victoria University, Wellington, New Zealand, 1993-1997
Bachelor of Laws/Bachelor of Science (in biochemistry, genetics & molecular biology)

PROFESSIONAL

QUALIFICATIONS: Admitted as a barrister and solicitor in New Zealand in 1998
Admitted as a solicitor in Hong Kong in 2002.
Admitted as a foreign lawyer in UK during partnership at Hogan Lovells

WORK EXPERIENCE

From Nov 2018 **Founder, DeLab Consulting Limited**
Consultant, Ernest Li & Co. (Law firm)
Trainer for Risk Management Programme at the Hong Kong Law Society
Professional Executive Coach

From Nov 2018, I decided to start my own consulting company where I would merge legal/management/consulting and coaching services into our everyday practice. I was born in New Zealand but grew up locally in Hong Kong. I completed my joint Bachelor of Science and Bachelor of Laws degrees in Wellington, New Zealand. After working in Australia for two years, I returned to Hong Kong in 1998.

Over the years, I have been actively participating in various leadership/mentoring/coaching training and management programmes and have undertaken different roles within my practice. I have the opportunity to develop and work with colleagues from a variety of backgrounds and cultures.

I have substantial experience in dealing with group environments and I have run numerous group trainings in the past.

From 2015 **Trainer for Risk Management Programme at the HK Law Society**
May 2013 to Nov 2017 **Equity Partner, Hogan Lovells, Hong Kong**
May 2010 to May 2013 **Partner, Hogan Lovells*, Hong Kong**
May 2007 to May 2010 **Consultant, Lovells, Hong Kong**
Jan 2004 to May 2007 **Associate, Lovells, Hong Kong**

*Lovells merged with Hogan Hartson on 1 May 2010 as part of an international merger, forming Hogan Lovells.

I worked as a Partner at Hogan Lovells over a number of years, starting as an associate and oversaw the IP practices in both Hong Kong and Beijing.

My legal practice focuses on the international aspect of our client's intellectual property targeted at providing global advice to clients' cross-border issues. This includes all areas related to IP and spans across IP protection, contentious/non contentious, commercialisation and associated corporate transactions. Representative experience includes (*client information available upon request*): Working with multi-national clients with overseas headquarters on their IP and related corporate issues for Asia. This includes clients from various sectors such as international fashion/apparel houses; hospitality industry; ecommerce; consumer goods manufacturers; heavy industry manufacturers; food and beverage service providers and manufacturers; financial service providers and entertainment media/advertising houses. It ranges from protecting, acquiring, enforcing, commercialising (e.g. JV, licensing, part of an M&A) all different areas of client's IP rights, including registrable and non registrable IP (such as know-how and confidential information).

As part of my practice management role, in addition to regular legal work, I also cover related human resource, recruitment, risk management, client (internal and external) handling, conflicts, ethics, accounts, professional conduct issues.

I have been a member of various committees within the firm. These include: Our Global IP practice Steering Committee which is the leadership body responsible for the firm's IP practice globally; the Hong Kong Graduate Recruitment Committee which is responsible for the recruitment of our office's interns and graduates; a founding member of the Breaking Barriers committee which is a women's network and support platform of the firm to promote diversity (with a focus on gender diversity); a mentor in our firm's mentor programme. I have also been involved in our senior associate training programme and been a speaker regularly at the events (locally and internationally).

In addition, I have also set up our inhouse IP training and knowhow module for the Greater China offices where we have regular discussions on new case law, presentations on development. These trainings sometimes cover individual countries or at times are multinational in nature.

Nov 1998 to Dec 2003

Associate, Sit Fung Kwong & Shum, Hong Kong

(in association with AJ Park, New Zealand)

I joined A J Park (AJP) in New Zealand as a solicitor in 1998 and was sent on secondment to the Hong Kong law firm, Sit Fung Kwong & Shum (SFKS) from January 1999 to December 2003 as part of the alliance program between the two firms. I was admitted as a solicitor in Hong Kong in 2002. I dealt with all the IP matters from AJP clients in the region. As the sole representative of the AJP alliance in HK, I also developed the alliance relationship and was involved in the marketing of the association.

Jan 1998 to Dec 1998

**Management Consultant, Booz Allen & Hamilton (now PWC Consulting)
Australia**

As part of a management consultant team at the company, I was involved in a variety of different assignments relating to strategic and change management, business operations investigation/analysis, market and management process analysis, streamlining of management processes/operations, integration and amalgamation management issues following mergers and acquisitions. The assignments were of a trans-tasman nature and involved frequent travel between Australia and New Zealand in co-ordination of client's business operations in both sides of the Tasman.

External Extra-Curriculum

I have previously been council members and active committee members of various professional associations, including the Asian Patents Attorney Association, Hong Kong Institute of Trade Mark Practitioners, Hong Kong Neutral Lawyers Observers Group.

Aside from the professional bodies mentioned above, I was also involved in a lot of legal policy discussions including working with various embassies and trade bodies,

In addition to in house seminars and publications, I have been speaking or writing for various publications and organisations throughout my career. This includes IP publications such as World Trade Mark Law Reports; the IP Forum; Managing IP; etc. I have also been fortunate enough to feature in a number of news stories in the Wall Street Journal, CNN, Reuters.

I have been recognised as an outstanding practitioner and named as a leading individual for Intellectual Property by *World Trademark Review 1000*, *Legal 500* and *Chambers Asia Pacific; top 250 Women in IP internationally etc.* .

I also help with a charitable foundation I founded jointly with a friend. www.shenshuyifoundation.org. The foundation was formed in support of education and its objective is to through a series of workshops expose underprivileged HK youngsters to different forms and experience they would have, to further their growth and development. A number of the workshops are career focused and some are experienced based. The hope is to inspire them to pursue their passion and dreams.

Languages

English, Chinese (both Cantonese and Mandarin), limited Japanese and Spanish

Interests

Hiking, diving, swimming, running, all types of water sports, rock-climbing.

Referees:
(available upon request)
