



KYLIE PEH

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QUALIFICATIONS

National University of Singapore (LL.B., Hons.)

ADMISSIONS

Singapore Bar

PROFILE

Kylie PEH is a Partner in the Intellectual Property, Technology & Data Group.

Her main practice areas encompass both contentious and non-contentious IP, IP portfolio management, technology, media and telecommunications work, as well as privacy and data protection.

In the area of IP, she has been involved in transactional, enforcement and advisory work including franchising and IP due diligence, IP asset acquisitions, divestments and other arrangements in the context of corporate mergers and acquisitions, as well as advising brand and rights holders on the creation, protection, enforcement and exploitation of their IP rights and assets.

In relation to Technology & Media, Kylie has represented both IT service providers and institutional customers, advising them on outsourcing, service level, software maintenance, licensing and other IT collaboration arrangements. She has also advised content producers in the creative sector, including production houses and recording companies, on media and entertainment licensing issues.

Kylie's practice in Telecommunications and Data Protection includes advising clients on telecommunications regulatory compliance, and assisting them with consolidation and licensing applications. She also advises organisations across the public and private sectors on data protection and privacy matters.

Kylie graduated from the National University of Singapore and is admitted to the Singapore Bar.

Relevant Experience:

Significant transactions that Kylie has been involved in include advising / acting for the following:

- Multinational banking organisation headquartered in Singapore on its strategic collaboration with a leading fintech company to deliver financial and digital services to an ASEAN-wide user base.
- A multi-national company which owns a diverse portfolio of property assets in respect of its roll-out of a digital wallet on its new multi-feature mobile application for its retail malls in Singapore, including in relation to credit top-up and payment transactions, as well as loyalty/rewards functionalities.
- An award-winning airline on its collaboration with a multinational banking and financial services corporation to offer retail services on an electronic travel marketplace platform.
- A leading cloud provider of connected data, reporting and compliance solutions, on the establishment of their Asia Pacific Office in Singapore.
- A leading provider of aero-engineering services on its collaboration with a public agency to set up a joint lab in Singapore to undertake research and development to develop next-generation aerospace manufacturing capabilities.
- A public agency on its introduction of various initiatives and projects to champion the arts in Singapore.

Related Practices

- Data Protection
- FinTech
- Intellectual Property
- Technology & Media
- Telecommunications

Awards & Accolades:

Kylie is a recommended lawyer in *The Legal 500: Asia Pacific – The Client's Guide to the Asia Pacific Legal Profession* since 2016 for the areas of IP and TMT. Kylie is also recognised in *Euromoney Legal Media Group's Women in Business Law Expert Guide 2020* for the area of TMT/Privacy & Data Protection.