



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 prominent private equity firm on the IP arrangements in its strategic collaboration to build and operate the first-in-Asia plant protein production facility in Singapore.
- An award-winning airline on the deployment of a new integrated cargo management solution to improve operational insight across its entire network, and to strengthen its ability to manage cargo capacity, optimise performance and improve operational resilience.
- A leading blockchain foundation on the implementation of its multi-year grant program and ecosystem funding program for the development of blockchain ecosystem.
- A multinational property company headquartered in Singapore on the establishment of its e-commerce marketplace platform, as well as the merger of its loyalty platform and platform with another industry player.
- A prominent ICT conglomerate on telecommunications regulatory compliance in connection with its acquisition of a Singapore headquartered global connectivity provider, in a strategic move that serves to broaden its Asia Pacific reach.

Related Practices

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

Awards & Accolades:

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 was named as



one of Asia's top 50 TMT practitioners in *ALB's Super 50 TMT Lawyers 2022*. 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.