



Contact

Wai L. Choy

Partner

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Wai Choy has deep expertise in technology, media and intellectual property-related transactions and counseling and is a partner in Proskauer's Corporate Department, Technology, Media & Telecommunications (TMT) Group, Blockchain & Digital Assets Group and Life Sciences Group. He is recognized as a trusted advisor to asset managers, operating companies and other enterprises at various stages in their development and across industries, including technology, technology-enabled services, media, entertainment, sports, health care, life sciences, e-commerce, consumer, advertising and financial services.

In the context of private equity, venture capital, mergers, acquisitions and financings, Wai:

- Structures and negotiates key transaction documents, such as purchase, merger, transition services and intellectual property license agreements;
- Leads teams in conducting legal due diligence and provides industry-specific market insights;
- Advises clients on technology, intellectual property, privacy and data security matters; and

- Represents portfolio companies pre-sale or post-acquisition in their business operations, including key commercial transactions, joint ventures and strategic agreements.

Wai also helps operating companies navigate legal and business matters in their business operations and leads the structuring, drafting and negotiation of a wide range of contracts, such as:

- Service agreements for a variety of services, including outsourcing, software as a service (SaaS) and other hosted services, data analytics, digital marketing, software and website development, systems integration, technology implementation and payment processing;
- In the biotech, pharma and medical device arena, agreements covering research and development collaborations, intellectual property licenses, manufacturing, supply and distribution services, sponsored research, grants, revenue sharing and other strategic partnerships among commercial entities, academic institutions and/or charitable organizations;
- Collaboration agreements between strategic partners for the development, manufacturing and commercialization of new technology, products and services;
- Software license agreements and other complex intellectual property license and assignment agreements;
- Revenue sharing, joint venture, reseller, supply, equipment purchasing, manufacturing and other types of general commercial agreements;
- Content production, license and distribution agreements covering various business models and distribution methods;
- Terms of use, privacy policies and end user license agreements for websites, mobile apps and other software; and
- Advertising-related agreements spanning digital, radio and outdoor media, including programmatic advertising platform agreements, lead generation service agreements, advertising reseller and affiliate agreements, insertion orders and advertising terms and conditions.

Wai is Co-Head of Proskauer's Technology Strategy Committee and advises the firm and clients on artificial intelligence policy, issues and adoption. Wai also serves as Co-Editor of Proskauer's [Blockchain and the Law](#) blog and counsels business and legal teams on blockchain and distributed ledger technology development, structuring and implementation, token offerings, digital assets, and associated legal issues.

Prior to joining Proskauer, Wai worked in the Business & Legal Affairs departments of Marvel Studios in Los Angeles and Marvel Entertainment in New York. At the University of Pennsylvania Law School, Wai served as Senior Editor of the *University of Pennsylvania Law Review* and was a Levy Scholar.

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Practices

Restrictive Covenants, Trade Secrets & Unfair Competition, Privacy & Cybersecurity, Antitrust Technology Task Force, Corporate/Transactional, Mergers & Acquisitions, Private Equity Transactions, Intellectual Property

Industries

Technology, Media & Telecommunications, Private Capital, Entertainment, Life Sciences

Market Solutions

Blockchain, Proskauer+Tech

Education

The Wharton School of the University of Pennsylvania, Certificate in Business and Public Policy

University of Pennsylvania Law School, J.D.

Senior Editor, *University of Pennsylvania Law Review*, 2010-2012

New York University, Tisch School of the Arts, B.F.A.

Admissions & Qualifications

New York

Awards & Recognition

Law360 Rising Star: Media & Entertainment 2022

The Legal 500 United States: Next Generation Partner: Media, Technology and Telecoms: Outsourcing 2022

The Legal 500 United States: Media, Technology and Telecoms: Technology: Outsourcing 2020-2022

The Legal 500 United States: Media, Technology and Telecoms: Technology: Media and Entertainment: Transactional 2022-2024

The Legal 500 United States: Media, Technology and Telecoms: Technology: Technology Transactions 2020-2024

The Legal 500 United States: Media, Technology and Telecoms: Telecoms and Broadcast: Transactional 2020, 2022, 2024

Best Lawyers in America: Ones to Watch 2023-2025

Variety: Dealmakers Impact Report 2022