

## DIRECTOR PROFILE

### Connie Loo



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### Practice Areas

IP & Technology Transactions | IP Registrations | Info-Communications | Media | Personal Data Protection | Corporate & Commercial | Regulatory |

### Experience

Connie has been in practice since 1995 with a number of well established and reputable large Singapore law practices, including M/s Khattar Wong & Partners and was formerly a Partner with the Technology, Media & Telecommunications Department at M/s Shook Lin & Bok LLP.

Connie's specialisation is in intellectual property, information technology, info-communications, media, personal data protection, corporate, commercial and regulatory matters. She has provided practical legal advice to listed companies, multi-national corporations and small and medium enterprises in the cloud hosting, media and entertainment, social media, aviation, pharmaceutical, banking and finance sectors. She has also advised clients in the shipping, construction, hospitality, logistics and manufacturing industries as well as advised exchanges, government agencies and research institutes in the bioscience and biotechnology sectors.

Connie's primary focus is on handling legal matters relating to information technology or intellectual property. Her expertise lies in advising and negotiating hardware and software licence agreements, electronic transaction agreements, the systematic, strategic and worldwide protection of IP (through filing, prosecution to registration, brand management, IP audit and managing and settling of IP disputes) as well as providing regulatory advice on internet, media, info-communications and data privacy.

Connie's experience includes cross border transactional work involving corporate mergers, acquisitions, restructuring, joint ventures and IP commercialisation through sale and purchase of IP, technology transfer, R & D collaborations, licensing, distribution and franchising.

Connie is noted in the *PLC Intellectual Property Handbook* as a leading Intellectual Property lawyer in Singapore and is also a recommended lawyer in Singapore in *The Asia Pacific Legal 500 2009, 2010, 2011, 2014 and 2015* for intellectual property, technology and media matters.

## **Publications**

Connie authored an article titled “Understanding IP and the Variations in IP Law Systems” in Aspatore Books’ publication, “IP Client Strategies in Asia”.

## **Education**

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

## **Admissions**

Advocate and Solicitor, Singapore  
Solicitor, England and Wales

## **Professional Bodies & Appointments**

Associate Mediator, Singapore Mediation Centre  
Member, Singapore Academy of Law  
Member, Law Society of Singapore  
Member, The Law Society, England and Wales  
Member, Asian Patent Attorneys Association

## **Languages**

English  
Mandarin