

Contact

Wai L. Choy

Partner

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Wai Choy is Co-Head of Proskauer's Technology, Media & Telecommunications (TMT) Group, a leader of the Artificial Intelligence practice and Head of the Blockchain & Digital Assets practice. He has deep experience in technology, media, intellectual property, and corporate transactions and counseling, and is a trusted advisor to operating companies, asset managers, and other enterprises across a wide range of industries, including technology, media, entertainment, private equity, services, advertising, sports, blockchain and digital assets, health care, and life sciences.

Companies across industries turn to Wai for their most important technology matters. He structures and negotiates major technology licensing and commercial agreements, guides clients through the development and launch of new technology products and services, and helps them protect and commercialize intellectual property, pursue strategic technology joint ventures and make critical technology decisions.

For 15 years, content distributors and programmers have relied on Wai to help them navigate the media industry's rapid evolution. He structures and negotiates complex distribution and licensing transactions across technologies, platforms and business models, as well as agreements for the development and integration of cutting-edge

technologies and features.

In mergers and acquisitions, Wai:

- Structures and negotiates key transaction documents, including purchase, merger, transition services, and intellectual property license agreements, and leads legal due diligence;
- Advises on intellectual property, technology, privacy, data security, and contractual matters; and
- Helps portfolio companies optimize operations and execute value-creating strategies in preparation for a sale or post-closing.

He also advises companies on a broad range of day-to-day legal and business matters, including commercial arrangements, intellectual property, joint ventures, new product and service development, and corporate and strategic matters.

As co-head of Proskauer's Technology Strategy Committee and a leader of the Firm's Artificial Intelligence Practice, Wai advises both the Firm and clients on artificial intelligence policy, issues, and strategy.

Prior to joining Proskauer, Wai worked in the Business & Legal Affairs department of Marvel Studios in Los Angeles and Marvel Entertainment in New York. A graduate of NYU's Tisch School of the Arts, where he earned a B.F.A. in Film & Television Production and Acting, Wai brings a valuable creative perspective to his legal practice.

Practices

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

Industries

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

Market Solutions

Blockchain & Digital Assets, Artificial Intelligence, Proskauer+Tech

Education

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

University of Pennsylvania Carey Law School, J.D.

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

New York University, Tisch School of the Arts, B.F.A., Film & Television and Acting

Admissions & Qualifications

New York

Awards & Recognition

Best Lawyers in America: Ones to Watch 2023-2027

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

Variety: Dealmakers Impact Report 2022