

Zenas J. Choi

Partner

Northern Virginia

Biography

Having years of industry insight and experience, Zenas Choi tackles complex legal issues from unique perspectives to help drive practical business solutions for his clients.

Zenas works with clients on a variety of technology and commercial transactions. Given his diverse practice, Zenas has helped both providers and consumers of technology and services across many industry sectors including telecommunications, education, luxury goods, manufacturing, real estate, hospitality, financial institutions, consulting/professional services, sports, and media and entertainment.

In particular, Zenas has vast experience handling complex transactions with clients ranging from startups to Fortune 100 companies. Areas of focus include counseling for and the negotiation and documentation of: intellectual property licenses and transfers; technology developments; hardware and technology procurements; cloud, hosting, and managed services deals; outsourcing arrangements; information technology and telecommunications services arrangements; manufacturing, supply, and distribution arrangements; and website and e-commerce related matters.

Zenas is also deeply involved with cutting-edge



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Languages

English

technologies such as artificial intelligence, digital transformations, connected and autonomous driving vehicles, wearable technologies, and the Internet of Things.

Awards and rankings

- Media, Technology and Telecoms: Outsourcing, *Legal 500 US*, 2017-2021
- BTI Client Service All-Star, *BTI Consulting Group*, 2017
- Media, Technology, and Telecoms: Technology: Transactions, *Legal 500 US*, 2011, 2013, 2017
- Media, Technology, and Telecoms: Telecoms and Broadcast: Regulatory, *Legal 500 US*, 2009, 2011

Latest thinking and events

- Press Releases
 - Hogan Lovells advises Maximus on US\$430m acquisition of Attain Federal
- Press Releases
 - Hogan Lovells advises Ford in partnering with GE Healthcare to produce ventilators for coronavirus patients in a pro bono effort
- Hogan Lovells Publications
 - Data commercialisation strategy: A drill-down with *Financier Worldwide*
- News
 - Data commercialisation strategy: A drill-down with *Financier Worldwide*
- Published Works
 - Optimal data commercialisation: transforming raw data into revenue-generating insights *Financier Worldwide*
- Webinar
 - TCPA for the Boardroom – An Executive Focus

Practices

Commercial
Communications, Internet, and Media
Complex Contracting
IP and Technology Transactions
IT Law
Privacy and Cybersecurity
Space and Satellite
Unmanned Aircraft Systems
Blockchain and DLT

Industries

Automotive
Technology and Telecoms
Private Capital

Areas of focus

AdTech
Agency and Distribution
Broadband, Internet, and E-commerce
Commercial Transactions and Due Diligence
Digital Health
Distance Education
Infrastructure and Equipment
IP Licensing, Commercialization, and Technology Transfer
IP Rights in Transactions
IT Outsourcing

Logistics

Networks and Platforms

Outsourcing

Procurement

Regular Contracts and Business
Issues

Regulated Outsourcing and
Financial Institutions

Retail and Consumer Goods

Sponsorship

Technology Contracts

Telecommunications and Wireline

Education and admissions

Education

J.D., Boston University School of Law,
1998

B.S., Engineering, Northeastern
University, 1994

Memberships

Member, Computer and
Telecommunications Law Section,
District of Columbia Bar

Member, Federal Communications
Bar Association

Member, Intellectual Property Law
Section, Virginia Bar

Member, National Asian Pacific
American Bar Association

Bar admissions and qualifications

District of Columbia

Virginia

Accolades

"Has deep industry insight"

*Legal 500 US: Media, Technology,
and Telecoms, 2018*
