

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 telecom, education, luxury goods, manufacturing, real estate, hospitality, financial institutions, consulting/professional services, sports, and media and entertainment.

In particular, Zenas has extensive experience with complex technology and intellectual property transactions from both the buyer and vendor perspectives and with clients ranging from startups to Fortune 100 companies. Areas of focus include counseling for and the negotiation and documentation of: data, software, patent, know how, copyright, trademark, and other intellectual property licenses and purchases; software development, implementation, and support relationships; hardware and technology-related equipment development and acquisition; application service provider, hosting, and managed services deals; outsourcing arrangements; cloud computing transactions; telecom services and



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Practices

Commercial

Communications, Internet, and Media

Complex Contracting

IP and Technology Transactions

IT Law

Privacy and Cybersecurity

Space and Satellite

Unmanned Aircraft Systems

equipment purchases; manufacturing transactions; reseller, supply, and distribution relationships; source code escrows; and website terms of service/use and privacy policies.

Zenas is also deeply involved with telecom, satellite, information technology, e-commerce, and new media issues and often works with cutting-edge technologies such as cloud computing, unified communications, connected cars, wireless and data networking, wearable technologies, and the Internet of Things.

Awards and rankings

- Media, Technology and Telecoms: Outsourcing, *Legal 500 US*, 2017-2019
- 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

- 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
- Hogan Lovells Events
 - US / France legal update. Law and Internet services:

Industries

Automotive and Mobility

TMT

What should you remember about 2011? What will 2012 bring?

- Published Works
 - Privacy & Data Security Law Update *Privacy & Security Law Journal*

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

Joint Ventures and Strategic Alliances

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*
