



資深顧問

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鄭伊芳

Jaime I. Cheng

專業資格

2003 年取得美國加州律師資格

鄭伊芳顧問有 20 年以上的經驗為跨國公司在台灣的投資以及國內公司提供法律意見。

鄭顧問有豐富經驗為跨國公司在台灣所遇到之個人資料保護問題提供建議，鄭顧問亦經常向全球法律刊物投稿台灣個人資料保護法有關之學術文章，例如「全球隱私及安全法規手冊」之台灣章節及「OneTrust DataGuidance」之「金融產業資料保護 台灣章節」等。鄭顧問亦持有美國資料隱私專業人員證照 (Certified Information Privacy Professional/US)。

鄭顧問有成功代表客戶進行 ICC 仲裁的經驗。此外，鄭顧問亦持有特許仲裁人學會(CI Arb) 之 Fellow 身分。

專門領域

- 商業及智慧財產權交易
- 合併與收購
- 國際仲裁
- 資料隱私

辦案經歷

- 商業及智慧財產權交易
 - 協助大陸模具製造商與其多國客戶協商及簽訂供應契約
 - 代表台灣輪胎製造商撰擬及協商經銷、代理及供應契約
 - 代表上市釣具公司 收購知名台灣釣具公司之釣線商標，及其簽訂釣線供應契約
 - 代表非營利組織 與手提電腦原設備製造商協商、撰擬及簽訂製造生產契約
- 投資、合併與收購
 - 代表一家台灣私募股權公司於其 2 億美金大陸半導體廠商投資案
 - 代表一名台灣股東以 1500 萬美金出售其大陸家具業務予日商企業集團
 - 代表一家台灣社交媒體公司協商及撰擬其 A 輪訂股及投資契約
 - 代表一家測量分析儀器供應商收購美國加州數位微影機設計及生產商之智慧財產權及資產
 - 代表一名台灣股東從合資合夥人收購大陸鋁料壓鑄商合資企業之 51% 股權而成為其唯一股東
 - 提供一家法商國際眼鏡光學公司 於其多件台灣廠商收購案法律顧問服務，包括撰擬及協商主收購契約、股權收購契約、股東契約及僱傭/顧問契約
 - 擔任一家彈簧接觸探頭科技供應商於其收購專門設計、研發、製造及組裝測試半導體之原料及產品公司一案之收購法律顧問，提供目標公司蘇州業務之法律查核及其他收購契約相關諮詢服務
 - 代表一家台灣上市化學公司以 6600 萬美金出售其百分之百持有之子公司予一家全球領先消耗品供應商
 - 擔任私募基金於其多項收購案之法律顧問，包括在其收購大陸寧波一家主要電子保險箱公司時，提供法律查核及其他收購契約相關諮詢服務
 - 代表一名大陸真空保存袋製造商之台灣股東以 3800 萬美金出售其大陸業務
 - 擔任私募基金於某併購案之法律顧問，提供法律查核服務並審閱相關契約
- 國際仲裁
 - 代表一家大陸家具公司之台灣股東在其對日商上市企業集團之香港子公司執行 Put Option 權利一案中獲得 800 萬美金之仲裁裁定
 - 成功代表一家全球工業氣體製造商在 ICC 仲裁合資糾紛一案中獲得約 2800 萬美金之仲裁裁定
 - 代表全球最大軟體公司之一在其對一家跨國電子承包製造商執行審計權一案中獲得有利之 ICC 仲裁裁定

- 代表全球最大軟體公司之一在其對一家台灣電信公司收取授權費一案中獲得有利之 ICC 仲裁裁定
- 資料隱私
 - 為一家區塊鏈公司就其隱私政策及使用條款提供法律意見
 - 為一家全球社交媒體公司就其個資保護問題提供法律意見
 - 為一家串流公司就其在職場使用閉路電視攝影機提供法律意見
 - 為一家上市美商跨國承包研究機構就其員工背景調查提供法律意見
 - 為一家全球資料儲存公司就其收集員工接種紀錄提供法律意見
 - 為一家德商高檔家電及商用設備製造商就其提供下載 APP 之隱私政策及 EULA 提供法律意見
 - 為一家德商跨國豪華汽車製造商就其連線汽車服務之個資保護問題提供法律意見
 - 為一家美商跨國媒體及網路科技公司就其 Privacy Notices 提供法律意見
 - 為一家美商媒體公司就在網站上使用 cookies 與跟蹤科技問題及其所需之同意提供法律意見

專業協會成員

- 美國加州律師公會
- Chartered Institute of Arbitrators Fellow
- 國際隱私專業協會 美國資料隱私專業人員
- American Bar Association

組織職位

- Global ICO Transparency Alliance 公開透明平台聯席主席 (2018-2020)
- 跨太平洋律師公會智慧財產副主席 (2012-2016)

著作

- 合著 Chambers and Partners Global Practice Guide 2025 「TMT 台灣章節」
- 合著 Chambers and Partners Global Practice Guide 2024 「雲端演算 台灣章節」
- 合著 OneTrust DataGuidance 「金融產業資料保護 台灣章節」
- 合著 OneTrust DataGuidance 「資料洩漏

台灣章節」

- 合著 The Privacy, Data Protection and Cybersecurity Law Review 第 8、9 版 「Law Review 之台灣章節」
- 合著 Chambers Global Practice Guides 「國際仲裁 2021 台灣章節」 (2021, 2022)
- 合著 Getting the Deal Through 2018-2021 「科技產業併購」
- 合著 全球隱私及安全法規手冊 台灣章節
- 合著 亞洲商務法律期刊 2018 年 7 月 13 日 「台灣虛擬貨幣法律及法規」

座談演說

- 第 26 屆跨太平洋律師公會年會「開源軟體」座談主持人，吉隆坡 2016 年 4 月 16 日
- 第 25 屆跨太平洋律師公會年會「大數據雙座談 I+II」座談與談人，香港 2015 年 5 月 9 日
- 第 24 屆跨太平洋律師公會「智慧財產權：尋找可持續發展之平衡」座談主持人，2014 年 5 月 8 日
- iTechLaw 亞太會議「隱私權：特定話題」座談主持人，2014 年 2 月 28 日
- 第 22 屆跨太平洋律師公會年會「亞洲自由貿易協定 – 什麼可行及什麼不可行？」座談與談人，2012 年 5 月 3 日

經歷

- 理慈國際科技法律事務所 資深顧問(2004-)
- 美國加州 McDermott & McNamara 律師 (2004)
- 美國 Roger C. Hsu 事務所 法務助理 (2002-2004)
- 美國加州法院 法官助理 (2001-2002)

學歷

- 美國洛杉磯洛約拉法學院 法學博士 (2003)
- 國立臺灣大學 企業管理碩士 (2014)
- 美國加州大學聖地牙哥分校 心理學系學士 (2000)

語言

國語、英語

Jaime I. Cheng Senior Of Counsel

JaimeCheng@leetsai.com

Admitted to the Bar 2003, California

Jaime Cheng has over 20 years of advising multinational companies on their inbound investments into Taiwan and Taiwan companies on outbound investments and commercial transactions.

Ms. Cheng regularly advises multinational corporations on their data protection issues in Taiwan. In addition, she is a regular contributor to various publications on Taiwan's data protection laws, including the Taiwan Chapter of the Global Privacy and Security Law Handbook, as well as the Taiwan Chapter of Data Protection in the Financial Sector, OneTrust DataGuidance. She is a Certified Information Privacy Professional/US.

Ms. Cheng is experienced in successfully representing clients in ICC arbitrations. She is a Fellow of the Chartered Institute of Arbitrators (CIArb).

FIELDS OF EXPERTISE

- Commercial and Intellectual Property Transactions
- International Arbitration
- Investments, Mergers & Acquisitions
- Data Privacy

PREVIOUS PROJECTS AND CASES

- Commercial and Intellectual Property Transactions
 - Advised a PRC die manufacturing company in negotiating supply agreements with multinational customers
 - Represented a Taiwan tire manufacturer in drafting and negotiating distribution, agency, and supply agreements
 - Represented a publicly listed fishing company in its acquisition of fishing line trademarks from a well-known Taiwan fishing equipment company
 - Represented a non-profit organization in the drafting and negotiation of manufacturing agreements with its original equipment manufacturer of laptops
- Investments, Merger and Acquisitions
 - Represented a Taiwan private equity firm in its US\$200 million investment in a PRC semiconductor company
 - Represented a Taiwan shareholder in the sale of his PRC furniture operations to a Japanese conglomerate for a purchase price of ~ US\$15 million
 - Represented a Taiwan social media company in drafting and negotiating the subscription agreement and investment agreements of its issuance of Series A shares
 - Represented a measurement & analysis instrument supplier in its acquisition of intellectual property and assets from a California digital imaging lithography machine designer and manufacturer
 - Represented a Taiwan shareholder in the acquisition of 51% of the equity shares of a die casting manufacturer in the PRC from her joint venture partner to become the sole shareholder
 - Advised a French-based international ophthalmic optics company in several acquisitions of Taiwan companies, including drafting and negotiating master agreements, share purchase agreements, shareholders agreements, and employment/consultant agreements
 - Advised a provider of spring contact probe based technologies in the acquisition of a company specialized in designing, manufacturing and assembly of products and raw materials used in the testing of semiconductors, including performing due diligence of its PRC operations in Suzhou and providing general legal advice relating to the acquisition agreement
 - Represented a listed Taiwan chemical company in the US\$66 million sale of its wholly-owned subsidiary to a leading global supplier of consumable materials
 - Advised a private equity firm in various acquisitions, including its acquisition of a leading electronic safe solutions company, which has operations in Ningbo, PRC, including performing due diligence and providing general legal advice relating to the merger agreements
 - Represented a Taiwan shareholder of a PRC air-evacuatable storage bag manufacturer in the US\$38 million sale of its PRC operations
 - Advised a private equity firm in a proposed merger & acquisition transaction, including performing due diligence, and contract review
- International Arbitrations
 - Represented a Taiwan shareholder of a PRC furniture company against HK a subsidiary of a publicly listed Japanese conglomerate with respect to the enforcement of a put option right, in which the client was awarded US\$8 million
 - Successfully represented a global industrial gas manufacturer in an ICC arbitration regarding a joint venture dispute in the amount of ~US\$28 million
 - Represented one of the world's largest software companies in securing a favorable ICC arbitration award against a multinational electronics contract manufacturer for the enforcement of audit rights
 - Represented one of the world's largest software companies in an ICC arbitration against a Taiwan telecommunications company for the payment of license fees

• **Data Privacy**

- Advised a blockchain company on its privacy policy and terms of use
- Advised a global social media company regarding data protection issues
- Advised an online streaming service on its use of CCTV cameras in the workplace
- Advised a listed American multinational contract research organization on its employee background checks
- Advised global data storage company regarding its collection of employee vaccination status
- Advised a German manufacturer of high-end domestic appliances and commercial equipment on its privacy policy and EULA for a downloadable app
- Advised a German multinational corporate manufacturer of luxury vehicles on the personal data protection issues with its connected car services
- Advised an American multinational media and online technology company on its Privacy Notices
- Advised an American media company on its use of cookies and tracking technologies on websites and consents required

PROFESSIONAL & ASSOCIATION MEMBERSHIPS

- State Bar of California
- International Association of Privacy Professionals, CIPP/US
- Chartered Institute of Arbitrators Fellow
- American Bar Association

ORGANIZATIONS

- Co-Chair, Transparency Platform of the Global ICO Transparency Alliance, 2018 - 2020
- Vice-Chair of the Intellectual Property, Inter-Pacific Bar Association, 2012 – 2016

PUBLICATION

- Co-Author, TMT 2025: Law & Practice and Trends & Developments (Taiwan Chapter), Chambers and Partners, 2025
- Co-Author, Cloud Computing 2024: Law & Practice and Trends & Developments (Taiwan Chapter), Chambers and Partners, 2024
- Co-Author, Taiwan - Data Protection in the Financial Sector, OneTrust DataGuidance
- Co-Author, Taiwan - Data Breach, OneTrust DataGuidance
- Co-Author, Taiwan Chapter of The Law Reviews - The Privacy, Data Protection and Cybersecurity Law Review; Editions 8 and 9
- Co-Author, International Arbitration 2021 Guide with Chambers Global Practice Guides, Taiwan Chapter (2021, 2022)
- Co-Author, "Technology M&A", Getting the Deal Through, 2018 – 2021
- Co-Author, "Taiwan Chapter", Global Privacy and Security Law Handbook
- Co-Author, "Cryptocurrency Laws and Regulations in Taiwan", Asia Business Law Journal, July 13, 2018

SPEAKING ENGAGEMENTS

- Moderator, "Open Source Software", 26th Annual meeting & Conference of the Inter-Pacific Bar Association, Kuala Lumpur, April 16, 2016
- Panelist, "Double Session on Big Data I + II", 25th Annual meeting & Conference of the Inter-Pacific Bar Association, Hong Kong, May 9, 2015
- Moderator, "Intellectual Property Rights: Searching for a Sustainable Balance" 24nd Annual Meeting & Conference of the Inter-Pacific Bar Association, May 8, 2014
- Moderator, "Privacy: Specific Issues", iTechLaw Asia-Pacific Conference, February 28, 2014
- Panelist, "Free Trade Agreements in Asia – What Works and What Does Not?" 22nd Annual Meeting & Conference of the Inter-Pacific Bar Association, May 3, 2012

EXPERIENCE

- Senior Of Counsel (2004- current)
- Associate, McDermott & McNamara, LLP, Los Angeles, CA (2004)
- Law Clerk, Law Offices of Roger C. Hsu, Pasadena, CA (2002-2004)
- Law Clerk, State Bar of California, Los Angeles, CA (2001-2002)

EDUCATION

- Loyola Law School, Los Angeles (J.D.)
- National Taiwan University (MBA)
- University of California – San Diego (B.S.)

LANGUAGES

English and Mandarin