

## Kelly H. Yin

ASSOCIATE

Litigation  
*Century City*

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## FOCUS AREAS

Class Action Litigation  
Commercial Litigation  
Internet Strategy and  
Litigation  
Litigation

## EXPERIENCE

Kelly Yin focuses her practice on counseling and litigation concerning the internet, data privacy, entertainment, and intellectual property for companies across sectors including in technology, media, and e-commerce.

She represents companies of all sizes, from start-ups to global leaders in pre-litigation disputes, litigation, mediation, and arbitration. Kelly has experience litigating issues of first-impression involving federal and state constitutional questions, the Electronic Communications Privacy Act, the Video Privacy and Protection Act, the Copyright Act, the Lanham Act, the Computer Fraud and Abuse Act, and their state and local law equivalents. Kelly also counsels clients on a wide range of technology and entertainment matters, including data management, Terms of Use/Service, data scraping, streaming, IP and brand protection, online advertising, promotions and giveaways, web tracking, and app development.

Recent representative matters include:

- Representing an entertainment platform in multiple data privacy class actions concerning advertising technology
- Representing a media company in multi-state litigation over the application of taxes to video streaming technology
- Represented an e-commerce and social media company in a competitor suit involving intellectual property claims
- Represented an e-commerce platform against infringement claims in emergency court proceedings
- Represented an entertainment platform in class action litigation concerning the use of tracking technology

Prior to joining the firm, Kelly was an associate at Sullivan & Cromwell LLP where she represented clients on matters regarding trademark protection, software investigation, and class action litigation. In law school, she externed for the Honorable Goodwin H. Liu of the Supreme Court of California, was a member of the Jenner & Block Supreme Court & Appellate Clinic, served as co-President of APALSA, and co-founded First Generation Professionals.

Kelly also speaks Mandarin Chinese.

## CREDENTIALS

### Education

- J.D., University of Chicago Law School
- B.A., Political Science, University of California, Los Angeles

### Admissions

- State Bar of California
- U.S. District Court for the Central District of California
- U.S. District Court for the Eastern District of California
- U.S. District Court for the Northern District of California
- U.S. District Court for the Southern District of California
- U.S. District Court for the Northern District of Illinois
- U.S. Court of Appeals for the Seventh Circuit

## INSIGHTS

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### Select Speaking Engagements

- Moderator, "Hot Topics in Advertising for Cutting Edge Fashion, Beauty, and Entertainment Brands," Los Angeles, California, May 24, 2023