



曾更瑩  
Ken-Ying Tseng  
Partner

Tel: +886-2-2715-3300 ext. 2179  
Fax: +886-2-2713-3966  
E-Mail: [kenying@leeandli.com](mailto:kenying@leeandli.com)

Mergers and Acquisitions

Corporate Governance

Telecommunications

E-commerce

Internet Law

Personal Data and Privacy  
Protection

Ken-Ying Tseng specializes in mergers and acquisitions, corporate regulatory compliance and governance, e-commerce, telecommunications, Internet law, and personal data and privacy protection. She is experienced in identifying and resolving both legal and commercial issues. The list of mergers and acquisitions that she has handled includes, among others, the sale of China Times group, the merger of Taimall (the first shopping mall in Taiwan) and GIC, Eaton's tender offer for Phonixtec Power, Arrow's acquisition of Ultra Source and subsequent delisting.

In addition to representing foreign companies such as Henkel, Bureau Veritas, the Laird group, BASF, Tesco, Yahoo! and so on, in their acquisitions or daily operation matters in Taiwan, Ken-Ying Tseng is also known for her legal practice in the areas of e-commerce, telecommunications and media, and data protection. She serves as the standing supervisor of the Secure Online Shopping Association in Taiwan and is the chairperson of the Association's Legal and Order Committee.

Since the enactment of the amendments to the Personal Data Protection Act in Taiwan, Ken-Ying has been invited for rendering speeches by many institutions or companies, as well as providing consultation, on the amendments.

### Education

Harvard Law School (LL.M., 1998).

National Taiwan University, Graduate Institute of Law (LL.M., 1995),  
Department of Law (LL.B., 1993)

### Experience

Standing Supervisor and Chairperson of Legal and Order Committee  
Secure Online Shopping Association (since 2010)

Supervisor and Member of Legal and Order Committee Secure Online  
Shopping Association (2007~2009)

Lecturer for corporate governance training courses of Taiwan  
Securities Association (2009)

Associate, Ablondi, Foster, Sobin & Davidow, U.S.A. (1998-1999)

