



YANGZI JIN (金洋子)

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ASSOCIATE

Yangzi Jin is a member of the firm's International and Corporate sections. Her practice concentrates on contracts, data privacy, and e-commerce/advertising law. Ms. Jin provides legal services to a variety of clients, including advertising and media companies, global e-commerce and technology businesses, multinational companies, and nonprofit organizations.

Ms. Jin advises clients on data privacy regulations and compliance, data privacy compliance framework, cross-border data transfers, third-party contracts, data breach response, and global data privacy compliance strategies. She also drafts privacy policies and third-party contracts.

Ms. Jin also advises clients on e-commerce and internet law issues, including advertising law issues related to Federal Trade Commission (FTC) and Food and Drug Administration (FDA) regulations. She helps companies navigate international commercial law and foreign legal issues when expanding operations globally by registering foreign branches and advising on e-commerce, international contracts, and regulatory compliance. Ms. Jin also guides clients with international export and import control regulations, import compliance, Harmonized Tariff Schedule (HTS) classifications, Office of Foreign Assets Control (OFAC), and Export Administration Regulations (EAR) for products and technologies.

Born and raised in China, Ms. Jin is fluent in Mandarin Chinese. Prior to her legal practice, Ms. Jin provided marketing and consulting services for companies from China, Switzerland, and the U.S. specializing in marketing and e-commerce strategy, business negotiation, and international sourcing intelligence work.

Ms. Jin currently serves on the board of directors for the SAPREA Foundation, provides pro bono legal services to the Utah Chinese Civic Center, and helps support the Mandarin Chinese team at Scripture Central.

EXPERIENCE

- Represented Accelerate Change in its equity financing and simultaneous acquisition of a digital media company from Vox Media.
- Represented merger and acquisition and asset purchase deals in technology, medical, and transportation industry.
- Represented a large national TV, cinema, and social-media product company, and provided legal counsel concerning data privacy and legal compliance.
- Advised various national companies on advertising laws, FTC and FDA issues, and ADA compliance issues related to e-commerce, including for consumer products, dietary supplements, media, and digital services.
- Drafted international contracts and provided legal advice for various large international nonprofit organizations concerning media and talent agreements, data privacy, contract localization, global compliance, and international transactions.
- Advised various large international nonprofit organizations in international expansion and established subsidiaries, branches, and affiliates in over 50+ jurisdictions, including advising on data privacy, contracts, tax, corporate law, nonprofit organization regulations, and trade laws.
- Advised various international trade companies on international trade law in multiple jurisdictions, including export and anti-boycott regulations (EAR), international traffic in arms regulations (ITAR), customs and border patrol regulations (CBP), and anti-dumping and counter-vailing duties (AD/CVD).

PRACTICE AREAS

MERGERS AND ACQUISITIONS
 FOREIGN DIRECT INVESTMENT
 BUSINESS FORMATION, STRUCTURE, AND EXIT STRATEGIES
 CONTRACTS
 CYBERSECURITY AND DATA PRIVACY
 FIRST AMENDMENT AND RELIGIOUS ORGANIZATIONS
 GENERAL COUNSEL SERVICES
 GLOBAL MIGRATION AND EMPLOYMENT
 LICENSING
 INTERNATIONAL LAW: TRADE AND TAXATION
 INTERNATIONAL INTELLECTUAL PROPERTY

LANGUAGES

MANDARIN CHINESE

YANGZI JIN (金洋子)

EXPERIENCE CONTINUED

- Drafted international contracts for stock, goods, services, and licenses (copyrights, trademarks, patents, data, information), including foreign trade transactions, semiconductor software, and media release agreements.
- Provided legal advice to large multinational trade companies on their consumer products, trademarks, and other intellectual property in compliance with industry standards and United States and international trade laws.
- Marketing and media strategy consultant, Harmon Brothers (a national advertising agency with over 1.5 billion views and have helped their clients to sell over \$700 million in product and services), 2020-2021
- Legal clerk and attorney, Ray Quinney & Nebeker, 2019-2016
- Summer intern, Justice Thomas Rex Lee, Utah Supreme Court, 2016

EDUCATION

Cornell Law School, JD, 2018

Brigham Young University J. Reuben Clark Law School, Law and Religion Visiting Scholar, 2017

Babson College, Marketing and Entrepreneurship, Business Administration, Presidential Scholar, *summa cum laude*, 2012

University of Virginia, Ethics and Human Rights Visiting Scholar, 2011

ADMISSIONS & AFFILIATIONS

Bar Admission: Utah State Bar, 2018

Affiliations: Member, Business Law Section, Utah State Bar
Member, Corporate Counsel Section, Utah State Bar