

## → Shong Yin

**Associate**

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Shong Yin is an associate in the Intellectual Property Practice Group in the firm's Silicon Valley office.

**Areas of Practice**

Shong's practice includes patent, trade secret, and data privacy matters. In patent matters, his experience spans prosecution, litigation, and licensing. He has prosecuted patents in patent offices in North America, South America, Europe, East Asia and Oceania. He has experience with post grant proceedings before the United States Patent Office, European Patent Office, Japanese Patent Office and Korean Patent Office.

Shong has represented clients in arbitration and before the Federal Courts, Patent Trial and Appeal Board, and International Trade Commission. He has counseled multiple clients in the content provider and device manufacturer segments on licensing standards essential patents involving FRAND issues, and has evaluated patent portfolios for acquisition.

Shong is a certified privacy professional, CIPP/US, and is knowledgeable about various privacy frameworks in the U.S. Shong has advised clients on compliance with the California Consumer Privacy Act (CCPA) and Telephone Consumer Protection Act (TCPA); drafted privacy policies; and conducted due diligence and drafted transactional documents to address data privacy and cybersecurity issues.

His technical expertise spans fields including cloud-based computing, artificial intelligence, machine learning, clean energy, materials science, semiconductor manufacturing, circuits, logic design, embedded systems, wireless communications, and software engineering. He also has detailed experience with standards essential patents related to industry standards such as Bluetooth, ZigBee, 802.15.4, 802.11, 3G, 4G LTE, 5G, H.264/AVC, and H.265/HEVC.

Shong received a JD, a Ph. D in Electrical Engineering with minors in Materials Science and Chemistry, and a B.S. in Electrical Engineering and Computer Science, from the University of California at Berkeley. Prior to Sheppard Mullin, Shong practiced at a large law firm for a number of years. Before attending law school, Shong conducted materials characterization at the Stanford Synchrotron Radiation Laboratory; conducted research on synthesis of nanoparticle based ionic materials at the National Institute of Materials Science in Tsukuba, Japan; worked as a product engineer developing flash memory at Spansion, LLC (now part of Cypress Semiconductor); and developed voice recognition software from open source components at the International Computer Science Institute at Berkeley.

## Articles

- Overview of Intellectual Property, Contractual and Statutory Frameworks for Protecting Data Assets in View of Artificial Intelligence Applications  
*The Patent Lawyer*, September-October 2023
- Why Evidence Remains King When it Comes to Pricing SEPs  
*Global Competition Review and Intellectual Asset Management SEP FRAND Hub*, 03.28.2023
- Digital Health 2021: Trends in Big Data, AI, Telehealth, and Beyond  
*Bloomberg Law*, 01.04.2021
- 2 Major Digital Health Trends Driven By COVID-19  
*Law360*, 12.22.2020
- Licensing and Litigation of 5G Standard-Essential Patents  
*Bloomberg Law*, 12.07.2020

## Speaking Engagements

- Guest Speaker, "Careers in IP & Tech Law," UC Berkeley Center for Law & Technology, March 6, 2024
- Guest Speaker, "A Day in the Life of an IP Lawyer," UC Berkeley Center for Law & Technology, February 20, 2024
- Guest Speaker, "Pro Bono in Big Law," UC Berkeley Center for Law & Technology, October 24, 2019
- Speaker, Tech Trade and China: A Progress Report Roundtable, April 10, 2019
- Guest Speaker, "Blockchain and the Law," UC Berkeley Center for Law & Technology, January 15, 2019

## Practices

Intellectual Property

## Education

J.D., University of California, Berkeley, 2017

PhD (Electrical Engineering), University of California, Berkeley, 2010

B.S. (Electrical Engineering and Computer Science), University of California, Berkeley, 2004, honors

## Admissions

California

New York

U.S. Patent and Trademark Office

U.S. Court of Appeals for the Second Circuit

U.S. District Court for the Central District of California

U.S. District Court for the Northern District of California

U.S. District Court for the Eastern District of New York

U.S. District Court for the Southern District of New York

U.S. District Court for the Eastern District of Texas

U.S. District Court for the Western District of Texas