

Christine K. Au- Yeung

PARTNER

Trademark and
Advertising
San Francisco
Palo Alto

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FOCUS AREAS

Advertising, Promotions,
and Marketing

Communications

Litigation

Trademark and Advertising

EXPERIENCE

Christine Au-Yeung is a partner in the San Francisco and Palo Alto offices of Wilson Sonsini Goodrich & Rosati, where she specializes in trademark, copyright, and advertising law. She counsels clients on all aspects of brand protection in the U.S. and throughout the world, including clearance and selection of trademarks, prosecution of trademark applications, licensing, and the resolution of trademark infringement and domain name disputes. She also advises clients on advertising issues, including TCPA compliance related to marketing calls and texts as well as strategies on promotions such as sweepstakes and contests.

Christine is a recipient of the firm's highest award for pro bono legal service, the John Wilson Award. Christine previously served as a co-chair of Wilson Sonsini's Associates Committee.

CREDENTIALS

Education

- J.D., University of California College of the Law, San Francisco, 2013
Cum Laude; Development Editor; Hastings Law Journal
- B.A., University of California, San Diego, 2010
Magna Cum Laude, Phi Beta Kappa

Associations and Memberships

- Board Member, Asian Law Alliance
- Member, Asian American Bar Association
- Member, Parallel Imports Committee, International Trademark Association
- Alumni Board Member, *Hastings Law Journal*

Honors

- Recognized in the 2026 edition of the *WTR 1000—The World's Leading Trademark Professionals*
- Named a "Rising Star" in the 2023 edition of *Northern California Super Lawyers*
- Recognized in *Best Lawyers: Ones to Watch in America* for Intellectual Property Law (2023-2025)

Admissions

- State Bar of California
- U.S. District Court for the Northern District of California
- U.S. Court of Appeals for the Ninth Circuit

CLIENTS

Representative Clients

- Aurora
- Bytedance
- ClassDojo
- Creative Commons

- Exploratorium
- Khan Academy
- Luma AI
- Penny Jar Capital
- Roblox
- San Francisco Museum of Modern Art
- Spotify

INSIGHTS

Select Publications

- Co-author, "Federal Communications Commission Rules That AI-Generated Voices Are 'Artificial' Under the Telephone Consumer Protection Act," *The Computer & Internet Lawyer*, February 13, 2024
- Co-author with C. Dawodu, "Impersonation on Social Media: The Increasing Challenges of Verification," *The Intellectual Property Strategist*, February 2023
- "The World of NFTs and Their Implications In Intellectual Property Law," *The Intellectual Property Strategist*, May 3, 2021
- Co-author with S.M. Abel, "Could Offensive Trademarks Find Refuge in Common Law?" *Daily Journal*, June 27, 2014

Select Speaking Engagements

- Presenter, "Navigating Telemarketing Practices and Compliance Under the TCPA," Association of Corporate Counsel San Francisco Bay Area, Marketing Meets Law: Your Guide to Compliance and Creativity CLE, Palo Alto, June 18, 2025
- Moderator, "Commercialization Strategies for Medical Device and Digital Health Companies," Wilson Sonsini Medical Device & Digital Health Conference, June 5, 2025
- Speaker, "Marketing 101: How to Counsel Your Marketing Department," Association of Corporate Counsel San Francisco Bay Area CLE, Palo Alto and San Francisco, October 29-30, 2024