

# WILSON SONSINI

## Kelly H. Yin

ASSOCIATE

Litigation  
Century City

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## FOCUS AREAS

Class Action Litigation  
Commercial Litigation  
Data, Privacy, and  
Cybersecurity  
Intellectual Property  
Internet Strategy and  
Litigation  
Litigation  
Trademark and Advertising

## EXPERIENCE

Kelly Yin focuses her practice on litigation and counseling over legal issues involving the internet, entertainment, and intellectual property.

Kelly represents companies of all sizes and across sectors including technology, media, and e-commerce. She has experience with pre-litigation disputes, litigation and appeals, mediation, and arbitration. She has represented clients navigating issues of first impression involving federal and state constitutional questions, the Electronic Communications Privacy Act, the Video Privacy and Protection Act, the Children's Online Privacy Protection Act, the Copyright Act, the Lanham Act, the Computer Fraud and Abuse Act, and their local law equivalents. Kelly counsels clients on a wide range of internet-related matters, including AI, data security and management, online advertising (via pixels, cookies, SDKs, and APIs), data scraping, video streaming, Terms of Use/Service and privacy policies, website and app development, promotions and giveaways, and brand protection.

Kelly's recent representative matters include:

- Representing a video platform in data privacy actions over allegations of unlawful disclosure of personal information
- Representing entertainment companies in multi-jurisdiction litigation over the application of taxes to online video streaming
- Represented an entertainment platform in data privacy class actions over adtech tools
- Represented an e-commerce and social media company in a competitor suit involving intellectual property claims
- Represented an e-commerce platform in emergency court proceedings over a trademark dispute
- Represented a sports entertainment platform in class action litigation over third-party adtech tools installed on a video streaming service

Prior to joining the firm, Kelly was an associate at Sullivan & Cromwell LLP, where she represented clients in 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 speaks Mandarin Chinese.

## CREDENTIALS

### Education

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

### Honors

- Named to the [2026 Rising List](#) by the National Association of Women Lawyers (NAWL)

### 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. District Court for the Eastern District of Michigan
- 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