

TAY EU-YEN

Of-Counsel

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Qualifications & Admissions

Masters of Studies in Legal Research (Distinction), Oxford University
LL.B (Hons), Bristol University
Called to the Bar of England & Wales, Inner Temple.
Advocate and Solicitor, Supreme Court of Singapore.



INTERNATIONAL ARBITRATION | SINGAPORE LITIGATION



CURRICULUM VITAE

AREA OF EXPERTISE

Eu-Yen is passionate about providing counsel for entertainment and hospitality businesses. Having personally been an operator of businesses in these sectors for 15 years, she not only has in-depth knowledge of the legal landscape but also the ability to provide practical solutions from a place of true understanding as to how these businesses work. As co-founder, executive chairman and general counsel for The Butter Factory Group (9.5 years) and Coterie Concepts (5.5 years), Eu-Yen has rich experience with a wide range of legal issues impacting the businesses of night clubs, bars, restaurants, franchises, large-scale events, talent management, content production and social media. With a prior background in dispute resolution at Drew & Napier LLC, Eu-Yen also has experience in commercial litigation and international arbitration.

Eu-Yen's niche practice is the first of its kind, unique in marrying her legal expertise with her operational know how. Eu-Yen's main areas of work are:

- Commercial leases
- Vendor contracts
- Consultance & management agreement
- Brand licensing & franchising
- Share holders & investment agreements
- Strategic partnerships & sponsorship
- Contractual disputes & other contentious matter

Eu-Yen's practice is relevant to businesses that include:

- Nightlife & public entertainment venues
- Restaurants & bars
- Casino operators & gamers
- Music festivals & large-scale event organisers
- Exhibition, conference and event venue operators
- Content producers & streamers

Eu-Yen is actively involved in representing the entertainment and hospitality industries as a whole, pursuing improvements to law and policy in her role on the management committees of industry associations. She is author of the book “Business Law for the Night Entertainment Entrepreneur” and publishes articles on legal topics relating to entertainment and hospitality enterprises. She has also taught a legal module for the Advanced Certificate in Food and Beverage Entrepreneurship at the Singapore Management University’s Institute of Innovation and Enterprise.

APPOINTMENTS

Ministry of Law, Panel of Assessors for Covid-19 Temporary Relief
Assesor

Restaurant Association of Singapore
Co-opted Management Committee Member

Singapore Nightlife Business Association
Co-founder & Executive Committee Member | Legal Advisor, Special Projects (Covid-19)
Subcommittee

Asia Law Network
Advisory Board Member

PUBLICATIONS

For Eu-Yen’s updated repository of academic works and other publications, please go to www.euyentay.academia.edu