

## **Perkins Coie Adds Meeka Bondy, Formerly of HBO, to Technology Transactions & Privacy Practice**

**NEW YORK (June 22, 2021)**—Perkins Coie is pleased to announce that Meeka Bondy, previously senior vice president for legal affairs at HBO, has joined the firm in New York as a senior counsel in the Technology Transactions & Privacy practice.

In her prior role at HBO, Meeka helped to facilitate the growth of HBO Enterprises, the company's global content licensing business. She also led legal efforts to structure and negotiate transactions for domestic and international distribution, information technology, and corporate services. Her practice spans the content lifecycle, from the ways that such innovations as AI, AR, VR, and MR influence content creation and development, through to the impact of emerging platforms, networks, devices, and apps on content acquisition, licensing, and distribution.

"Meeka has significant experience counseling leading media companies with respect to major revenue-generating transactions and we're excited to welcome her to Perkins Coie and our practice," said Marcelo Halpern, co-chair of Perkins Coie's Technology Transactions & Privacy practice. "Meeka also brings extensive experience developing startup divisions within larger companies and is known for her entrepreneurial approach—which will benefit our clients of all sizes navigating complex transactions at the intersection of media, entertainment, and technology."

Meeka has helped structure and negotiate agreements involving the acquisition, development, production, financing, marketing, advertising, licensing, and distribution of film, television, print, and online content. She also has substantial international experience providing transactional, regulatory, and IP guidance involving the licensing and distribution of content in diverse global markets.

"Meeka's experience and impressive track record position her well to represent both media and technology clients," said Ron Sarubbi, Perkins Coie's New York office managing partner. "Meeka will be an excellent strategic addition to our growing New York office and presence, and will also complement other areas of focus for the firm, including our Corporate practice and Financial Transactions practice."

Meeka earned her J.D. from Brooklyn Law School and her B.A. from the University of Pennsylvania. An active member of her professional community, Meeka is a founding board member of Asian Americans in Media (AIM) and the Future Now Media Foundation and founding chair of Women in Cable Telecommunications New York (WICT NY) Mentoring Circle.

Perkins Coie is a leading international law firm that is known for providing high-value, strategic solutions and extraordinary client service on matters vital to our clients' success. With more than 1,200 lawyers in offices across the United States and Asia, we provide a full array of corporate, commercial litigation, intellectual property, and regulatory legal advice to a broad range of clients, including many of the world's most innovative companies and industry leaders as well as public and not-for-profit organizations.

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