

# Former Japan Display Group General Counsel Ulysses Hui Joins Davis Wright Tremaine as Partner in Silicon Valley

Many law firms would like to call themselves the preferred choice of the technology industry's leading legal departments. But few are making a stronger claim to that title than Davis Wright Tremaine, which, after adding an in-house veteran from Apple and Google, has now added the former general counsel of Japan Display Group, which makes displays for those companies and more. Ulysses Hui has joined the firm as a partner in its new Silicon Valley office.

Silicon Valley-based partner Brutoco, formerly in-house with Apple, Google, Amazon and GoPro, joined DWT in 2020 to spearhead its growth in the Bay Area. Her work will be complemented by Hui, who as the first general counsel of Japan Display Group, helped guide the company through its 2012 formation, 2014 IPO, rapid growth and trade tensions of recent years. Created through a merger of the display units of Hitachi, Sony and Toshiba, it grew to over \$9B in global annualized sales.

At Japan Display Group, Hui focused on the acquisition of major customers and strategic partners to advance new display and sensor technologies in the automotive as well as smartphone, wearables and mixed reality space. In addition to creating the company's global compliance policies, he more recently secured an exclusion to tariffs imposed by the Trump administration—a rare achievement for a Japanese company importing products from China.

Before his tenure at Japan Display Group, Hui served as an

associate at multiple AmLaw 100 firms, where he focused much of his practice on the semiconductor industry.

Davis Wright Tremaine recently reported that it had another strong year in 2020, its seventh consecutive year of record performance. Revenue increased by more than 7% and net income rose by nearly 12%.