



Gupinder Assi

Counsel

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Related Services

Financial Services ■ Payments & Fintech ■ Technology ■ Corporate & Business Transactions ■ Mergers & Acquisitions

Gupinder Assi practices with Alston & Bird's Payments & Fintech Group in the London office. He focuses his practice on advising companies on legal and commercial issues relating to FinTech and the payments industry and negotiating commercial agreements with merchants, financial institutions, payment service providers, card schemes, and FinTech companies.

Before joining the firm, Gupinder was based in Singapore and served as head of legal for the Asia-Pacific (APAC) region for one of the world's largest global payments companies, dealing with issues across APAC, including Singapore, Malaysia, Hong Kong, India, China, Vietnam, Thailand, Japan, Australia, and South Korea.

His in-house counsel experience includes advising on merchant agreements, agreements with payment service providers including ISOs, MSPs, and payment facilitators, agreements with financial institutions for both issuing and acquiring services, and agreements with card schemes/associations and providers of alternative payment methods.

Gupinder also advises payment industry participants on new market entry and new product rollouts, joint ventures, share and asset acquisitions and disposals, and shareholder agreements, as well as various commercial arrangements.

Representative Experience

- Advised on and negotiated an agreement with one of the largest banks in Singapore for managed payment services.
- Advised on and negotiated agreements with major financial institutions in Vietnam, Thailand, the Philippines, Hong Kong, and Singapore for acquiring and issuing processing services.
- Advised on and negotiated agreements with multinational merchants for card processing services.
- Advised on and negotiated ISO agreements, payment facilitator agreements, and MSP agreements with major payment service providers.
- Advised on and negotiated agreements with providers of alternative payment methods, such as e-wallets and mobile payments.
- Advised on and negotiated agreements for the creation of strategic alliances with various financial institutions and payment services providers across the Asia-Pacific (APAC) region.
- Advised on the rules and regulations of card associations and card schemes.
- Advised on issues related to transaction laundering and related credit and risk issues.

Education

- College of Law – London (L.P.C., 1996)
- University College London (LL.B., 1995)

Admitted to Practice

- Solicitor of the Senior Courts of England and Wales