

Chng Keng Lung

"Chng Keng Lung is an excellent partner and is well-versed with knowledge in Intellectual Property. He elaborates his strategies with moves well in advance like a chess match to ensure our business is certain of what is next. He takes an open-collaborative approach to ensure our needs are met."

He is also "highly responsive and has the ability to advice the best action for my case."

Lung, a trademark and industrial design agent, specialises in the full spectrum of intellectual property laws – both contentious and non-contentious. For contentious matters, Lung represents clients in various intellectual property disputes concerning patent, trademark, copyright, and breach of confidence. As a litigator, Lung also has experience in corporate, commercial and securities disputes as well as international arbitration.

For non-contentious matters, Lung advises clients on intellectual property registration, portfolio and asset management, anti-counterfeiting programmes, brand protection and naming rights, digital contents, licensing and sponsorship of sports ventures, events broadcasting, market entry strategies, and regulatory requirements for the gaming industry.

Lung also oversees the regulatory and compliance practice with a focus on anti-bribery, anti-corruption, and anti-money laundering. He is the key contact person for emergency regulatory searches and raids.

Lung has been recognised as an "Up & Coming" for Intellectual Property by **Chambers Asia-Pacific 2024**. He was recently recognised as a "Litigation Star" by **Benchmark Litigation Asia-Pacific 2024** and recommended in **The Legal 500 Asia-Pacific 2024**. Lung has been named as an "IP Expert" in Malaysia by **Asia IP 2023**.

Lung is a regular contributor to the Malaysian Civil Procedure (2015, 2018 and 2021 Editions). He is the co-author of the Law and Practice of Corporate Insolvency in Malaysia (2019), and he also contributes to Lexis Advance Practical Guidance on Intellectual Property topics.



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Qualifications

- LLB, Cardiff University
- LLM, Cardiff University
- BPTC, City University London
- Bachelor of Business (Professional Accountancy), RMIT University
- Barrister at Law, Lincoln's Inn
- Advocate & Solicitor of the High Court of Malaya

Practice Areas

- Intellectual Property
- Regulatory and Compliance
- Sports & Gaming
- Media & Entertainment

Professional Affiliations

- Registered Trademark Agent
- Registered Industrial Design Agent
- Member of the Asian Patent Attorneys Association
- Member of the Malaysian Intellectual Property Association

Notable Experience

- Acting for various conglomerates and public listed companies to strategise their intellectual property portfolio and asset management.
- Acted for a financial institution in a claim for trademark infringement and passing off, concerning issues of inter alia implied license and consent.
- Acting for a music recording label in a media law dispute, concerning issues of inter alia exclusive artist agreement and cross border copyright protection.
- Acted for a designer jewellery company to defend against a claim for trademark infringement, passing off and unlawful interference with trade, concerning issues of inter alia comparative advertising.
- Acting for a company to defend against a claim for trademark infringement and passing off by a foreign manufacturer and its licensee in Malaysia, concerning issues of inter alia well-known trademark and goodwill.
- Acting for a conglomerate for breach of confidence involving its former high-ranked employee, concerning issues of inter alia ownership and proprietary right of confidential information.
- Advising a financial institution on various aspects of its core banking system.
- Advising a start-up company on various legal aspects of its unique patented fintech system.
- Advising leading luxury brands on various regulatory and compliance matters.
- Advising a logistics company on investigations carried out by the authorities under the Trademark Acts 2019.

Publications

- Contributor – Malaysian Civil Procedure (2015 Edition)
- Contributor – Malaysian Civil Procedure (2018 Edition)
- Contributor – Malaysian Civil Procedure (2021 Edition)
- Co-author – Law and Practice of Corporate Insolvency in Malaysia (2019 Edition)
- Contributor – Lexis Advance Practical Guidance on Intellectual Property Modules
- Author – Various articles and newsletters [accessible from Intellectual Property Publications – LHAG]