

Chng Keng Lung



As the head of Lee Hishammuddin Allen & Gledhill's (**LHAG**) market-leading intellectual property practice, Chng Keng Lung 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 patents, trademarks, copyright, and breach of confidence. As a litigator, Lung also has experience in corporate, commercial, and securities disputes, as well as in 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, licensing and sponsorship of music and sports ventures.

E: ckl@lh-ag.com | T: +603 6208 5948 | F: +603 6201 0122

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

Professional Affiliations

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

Publications

- Contributor – Malaysian Civil Procedure (2015 Edition)
- Contributor – Malaysian Civil Procedure (2018 Edition)
- Contributor – Malaysian Civil Procedure (2021 Edition) – IP Module
- Contributor – Malaysian Civil Procedure (2024 Edition) – IP Module
- Contributor – Lexis Advance Practical Guidance on Intellectual Property Modules
- Author – Various articles and newsletters [accessible from Intellectual Property Publications – LHAG]
- Co-author – Law and Practice of Corporate Insolvency in Malaysia (2019 Edition)

Practice Areas

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

Accolades

- Up & Coming IP Lawyer, **Chambers and Partners – Asia-Pacific Guide 2025**
- Next Generation Partner, **The Legal 500 Asia-Pacific 2025**
- Trademark Star, **IP Stars (Managing IP) 2024**
- Notable Practitioner, **asialaw 2024**
- Litigation Star, **Benchmark Litigation Asia-Pacific 2024**
- IP Experts 2023, **Asia IP**

Notable Experiences

- Acting for a multinational manufacturer of power tools (based in Germany) in a suit to invalidate a trademark based on absolute and relative grounds for refusal of trademark registration.
- Acting for a foreign software developer (based in Hong Kong) in respect of a cross-border software infringement by its licensee in the Middle East.
- Acting for a foreign tea-based drink company (based in Taiwan) for breach of franchise agreement by its franchisee in Malaysia.
- Acting for Southeast Asia's leading logistics company for breach of confidence against its former employee.
- Acting for one of Asia's largest banks in a dispute concerning breach of confidence and trademark infringement.
- Acting for a multinational herbal tea company in monitoring and enforcing its brand protection in Malaysia.
- Advising one of the largest chain jewellers in Malaysia in relation to copyright and intellectual property issues involving AI-generated content.
- Advising a national vehicle inspection entity on their intellectual property rights concerning data compiled from inspections conducted over the past three decades.

- Advising Malaysia's leading automotive company in relation to its various intellectual property issues.
- Acted for a multinational cosmetics brand (based in India) as part of a co-ordinated investigation and gathering of evidence of non-use of trademarks by competitors in Southeast Asia.
- Acted for a multinational advertising-technology company (based in Poland) for trademark infringement and passing off regarding advertising and promotional materials distributed by its associate in Southeast Asia.
- Acted for a major financial institution in a suit against a former joint venture partner for trademark infringement and passing off, navigating parameters of implied license and consent.
- Acted for a major designer jewellery company to defend a suit for trademark infringement, passing off, and unlawful interference with trade with regard to comparative advertising.
- Acted for a conglomerate in a suit against its former high-ranked employee for breach of confidence, concerning issues of ownership and proprietary rights to confidential information.
- Acted for one of the largest Australian national accreditation bodies in relation to trademark infringement and false and misleading usage of its accreditation mark by a local company.
- Acted for a distributor to defend a suit 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.
- Acted for a multinational logistics company (based in The US) in investigations carried out by the authorities for offences under the Trademark Acts 2019
- Acted for a multinational online delivery platform for trademark infringement and passing off regarding the advertising, trading, and storage of goods by its former associate in Malaysia.
- Acted for the world's largest convenience store chain in a suit concerning copyright infringement for broadcast of audio materials.
- Advised a major financial institution on various aspects of its core banking system.

Testimonials

'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.'

'CK Lung was very **professional** and **quick** to engage with me for new cases.'

'CK Lung has been truly amazing and always there to listen and support us, providing **incredible communication** with complete **transparency**.'

'Mr CK Lung is **exceptional**. He is very **detailed and patient** in his approach. Moreover, he is easily reachable.'

'Chng Keng Lung is a **pleasure to deal with** from both a professional and personal level'

'Lung consistently demonstrates **strong leadership** and always ensures that his team provides a timely response and gives assistance beyond our needs. He is excellent with communication skills.'

He is also 'highly **responsive** and has the **ability to advise the best** action for my case.'

'Chng Keng Lung is **trustworthy, professional**, and always there for his clients.'

'He responds to our queries and requests in a **very prompt** manner, while making sure that the **responses are of high quality**. He delegates work very well to his team, and makes sure that his team conducts work within the deadline requested by us.'

'**Understands needs very well. Very practical. Provides a lot of comfort to the client.**'

'**Knows legal IP landscape very well. Able to provide clear views and actionable items.**'

'Colleagues and clients alike attest to his **in-depth knowledge of intellectual property** and his **'forward-thinking', 'strategic prowess', 'strong technical expertise', 'personable, proactive and dedicated'**, and **'incredible communication with complete transparency'**

'One of his most commendable attributes is his **unwavering commitment to excellence**, exemplified by his **consistent delivery of work well ahead of schedule**.'

'Lung - His ability to explain the legal situation is always **clear and delivered so articulately**. Lung is always there to **calm any storm** and listens to any concerns and acts on them immediately.'

'His **expertise goes beyond IP practice** as he brilliantly demonstrates abilities in **advising us in other areas of law**.'