

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

- Next Generation Partner, **The Legal 500 Asia-Pacific 2025**
- Up & Coming IP Lawyer, **Chambers and Partners – Asia-Pacific Guide 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

'I highly recommend Chng Keng Lung and his team for anyone in need of dedicated and skilled lawyers in attending to IP matters. Overall, I am extremely satisfied with their services and would not hesitate to work with them again.'

'I highly recommend Lung, the partner in charge of IP matters. He has a deep understanding of IP law. His expertise goes beyond IP practice as he brilliantly demonstrates abilities in advising us in other areas of law.'

'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.'

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

*'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.'*

*'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**.'*

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