

Chng Keng Lung



As the head of Lee Hishammuddin Allen & Gledhill's (**LHAG**) market-leading Intellectual Property & Innovative Technology practice group, Chng Keng Lung leads an experienced team that advises and represents clients across the full spectrum of intellectual property (both contentious and non-contentious). Lung's practice covers all facets of intellectual property law, including patents, utility innovations, trademarks, copyright, industrial designs, franchising, trade secrets and confidential information.



Lung is also a litigator and has wide experience in corporate, commercial, and securities disputes. His disputes portfolio span across areas of fraud, conspiracy, tort, statutory duties, shareholders' disputes and fiduciary duties. Lung has also handles international arbitration matters. His exposure to both court and arbitral processes gives him a well-rounded and versatile disputes practice, and enables him to provide practical litigation strategy.

On the advisory front, Lung advises clients on registration and protection of intellectual property rights, portfolio and asset management, brand protection strategies, anti-counterfeiting programmes, naming rights and sponsorships across industries such as entertainment, sports and media. He also regularly advises on licensing, franchising and technology transfer agreements. His work frequently involves cross-border intellectual property protection and enforcement, multi-jurisdictional disputes, and coordination with foreign counsel in regional intellectual property and litigation matters.

Lung also advises and supports clients on regulatory compliance in navigating the Malaysian Anti-Corruption Commission (MACC) Act 2009 and Anti-Money Laundering & Anti-Terrorism Financing & Proceeds of Unlawful Activities Act 2001.

Lung's clientele encompasses a diverse spectrum of domestic and international industries, from startups to top-ranked local conglomerates and MNCs, aerospace, app-based delivery, automobile, banking & financial services, construction & engineering, consumer products & retail, cosmetics, energy & utilities, forestry & agriculture, franchise, hardware & software manufacturing, healthcare, logistics, luxury goods, management consulting, media & entertainment, oil & gas, pharmaceutical, renewable energy, sports, statutory & regulatory bodies, technology and telecommunications.

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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

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 and Innovative Technology
- Dispute Resolution
- Regulatory & Compliance (Anti Bribery & Anti Money-Laundering)

Accolades

- Litigation Star, **Benchmark Litigation Asia-Pacific 2025**
- IP Expert, **Asia IP 2025**
- Next Generation Partner, **The Legal 500 Asia-Pacific 2025**
- Up & Coming IP Lawyer, **Chambers and Partners – Asia-Pacific Guide 2025**
- Notable Practitioner, **Asialaw 2025**
- Litigation Star, **Benchmark Litigation Asia-Pacific 2024**
- Recommended Lawyer, **The Legal 500 Asia-Pacific 2024**
- Up & Coming IP Lawyer, **Chambers and Partners – Asia-Pacific Guide 2024**
- Trademark Star, **IP Stars (Managing IP) 2024**
- Notable Practitioner, **Asialaw 2024**
- Recommended Lawyer, **The Legal 500 Asia-Pacific 2023**
- IP Expert, **Asia IP 2023**
- Recommended Lawyer, **The Legal 500 Asia-Pacific 2022**

Notable Experiences

Intellectual Property

- Acting for a music recording label to enforce its rights in an exclusive artist agreement involving a foreign artist.
- 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 trademark infringement actions against its competitors in Malaysia.
- Advising a foreign pharmaceutical company in relation to trademark infringement issues.
- 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 state owned electric utility company on disputes relating to infringement of utility innovation.

Dispute Resolution

- Advised a major financial institution on various aspects of its core banking system.
- Acted for government agency in a RM 2.5 billion international arbitration dispute on roundtable sustainable palm oil.
- Acting for a multinational logistics company in a RM 50 million contractual dispute.

- Acting for a multinational oil and gas company in defending an employee's suit alleging oppression and harassment.
- Acting for a global logistics and supply chain management company in defending multiple suits instituted by its clients arising from a warehouse fire incident concerning the tort of negligence and bailment.
- Acting for an investment holding company owned by a Malaysian government agency in a claim for breach of director's duties.
- Acting for a government-linked company in a claim for breach of statutory duties under the Water Services Industry Act 2006 and Water Services Industry (Water Reticulation and Plumbing) Rules 2014.
- Acted for a statutory body in a disciplinary proceedings against an auditor for breach of professional duties.
- Acted for one of the largest multinational accounting firms to defend its auditors in a suit concerning professional negligence.

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.'

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

'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.'*

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

'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**.'*

'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.'*

*'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**.'*

'He provides a good service. He has fast responses and is able to give explanations, solutions and recommendations.'

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

'Always available, transparent and willing to listen, demonstrating professionalism and personability.'

'He tries to help us achieve our business objectives professionally and ethically.'