



Melissa Long
Partner

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Melissa is a partner in our Intellectual Property practice. She has a focus on dispute resolution and has led as counsel in various intellectual property and commercial disputes. In one such case, she represented a footwear producer to obtain a trade description order from the High Court, on the back of which the authorities carried out a raid leading to the seizure of over 70,000 infringing items.

Other notable IP disputes in which she was part of the core teams acting include the first-ever patent appeal taken up to the Malaysian Federal Court as well as one of the most publicized franchise disputes in Malaysia to date.

With a keen interest on novel and developing products, she advises also on regulatory & compliance for pharmaceuticals, medical devices & food and, increasingly, in the areas of product liability & investigations.

Legal 500 Asia Pacific (2019) reported that "*patient, well-prepared*" Melissa Long is "*a business-savvy strategist*". She is also noted by World Trademark Review's WTR 1000 (2019, 2020 & 2021), particularly for her trademark disputes work for local companies.

Key Practice Areas

IP Litigation and Enforcement
Civil & Commercial Litigation
Healthcare, Biotechnology and Pharmaceuticals
Product Regulatory & Compliance

Selected Experience

IP Litigation and Enforcement

- ❖ Acted for an international technology & e-commerce company in a successful invalidation challenge in the High Court against a bad faith trademark registration.
- ❖ Acted for a local footwear company to obtain a trade description order from the High Court, which led to a raid action by enforcement authorities and seizure of infringing goods worth over RM600,000.
- ❖ Secured transfers of various disputed domain names through UDRP and MyNIC Domain Name Dispute Resolution proceedings,

including for a non-profit international institution, a regional mobile technology company and an international motorsport racing event corporation. Also successfully managed takedowns of various abusive websites including those mimicking genuine financial and legal service providers.

- ❖ Acted for an Ipoh coffee producer to successfully resist an appeal to the High Court against the Registrar of Trade Mark's decision to dismiss a trademark opposition brought by a competing coffee products trader.

Civil & Commercial Litigation

- ❖ Acted for the local supply arm of a global medical device group in defence of a product liability claim and in the successful appeal, the trial of which involved the taking of evidence via video link from a technical witness in France.
- ❖ Co-counsel for a foreign franchisor of workforce development programs in defence of a wrongful termination claim by a former franchisee who sought over RM 13 million in damages and lost profits.
- ❖ Acted for a general insurer to defend against an application in the High Court for a premature discharge of a performance bond for over RM2.7 million and release of cash collateral.
- ❖ Part of several response teams called on to urgently advise and set aside *ex parte* injunctions and search & seizure orders.

Product Regulatory & Compliance

- ❖ Advised across a broad range of regulations and requirements pertaining to general consumer products as well as regulated products, including on reporting and corrective action obligations and strategies.
- ❖ Represented various food producers & distributors under investigation by the authorities and/or in response to prosecution, successfully securing discharges in several cases.
- ❖ Acted for importer in response to the detention of frozen consignments weighing over 112 metric tonnes by the Malaysian Quarantine and Inspection Services (MAQIS).
- ❖ Advised a veterinary solutions company in relation to an investigation by the authorities for alleged unauthorised movement of animal product.

Qualifications

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Advocate and Solicitor, High Court of Malaya (2013)
Barrister-at-Law (Inner Temple) (2010)
LL.B (Hons), King's College (2009)

Accolades

- Ranked for Intellectual Property as an "*Up and Coming*" in Chambers Asia Pacific 2026
- Listed as "Future Star" for Intellectual Property by Benchmark Litigation Asia Pacific 2025
- '*Melissa is approachable and responsive.*' - Chambers Asia-Pacific 2026