



Teh Hong Koon
Partner

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Hong Koon is a partner in the IP Registration and Prosecution practice. She has extensive experience advising clients on the creation, acquisition, prosecution, exploitation and management of national and multi-jurisdictional Intellectual Property especially trademark, and the development and implementation of Intellectual Property strategies and policies, and sourcing of funds. She is among one of the first in Malaysia to assist Malaysian companies to successfully obtain grant of trademark through the Madrid systems. She advises on franchise systems in Malaysia and assists in review of agreements and registration of franchise.

She plays a pivotal role in influencing the Malaysia Intellectual Property Organization with the implementation of the new trademark laws in Malaysia which came into effect on 27 December 2019. She sets out the blueprint for her teams to respond to the changes of laws, conducts trainings, steers her teams and clients through some of the lagunas and grey areas.

She is also a member of Skrine's life science practice, serving clients across industries with focus on pharmaceutical, medical devices, healthcare and wellness, biotech, wearable tech and cosmetic companies on various legal aspects including regulatory compliance, product packaging, labelling, promotion, conventional and digital marketing, survey and recall. She also advises her clients on agreements including areas of product trainings, discounts, taxation and financial supports to business partners in the supply chain; corroboration and co-branding.

She is a pioneer of the Firm's China Desk, which is aimed at contributing to the bilateral Malaysia-China legal cooperation and participation in the legal sphere of the One-Belt-One-Road policy and Made in China 2025 strategic plan. In this capacity, she engages and works with China's Fortune Global 500 companies, China SOE, POE, venture capitalists, government and semi-government agencies, trade promotion agencies, and professionals.

郑芳君律师是思纪龄知识产权注册和起诉业务的合伙人。她在为国内和多司法管辖区的知识产权（特别是商标）的创建、收购、起诉、开发和管理方面的法律咨询服务方面拥有丰富的经验。她也在知识产权战略和政策的制定和实施，以及资金采购方案方面拥有经验。她是马来西亚最早协助马来西亚公司通过马德里体系成功获得商标授权的人之一。她就马来西亚的特许经营系统提供建议，并协助审查协议和特许经营的注册。

随着 2019 年 12 月 27 日生效的马来西亚新商标法的实施，她在影响马来西亚知识产权组织方面发挥了关键作用。 她为她的团队制定了应对法律变化的蓝图，进行培训，引导她的团队和客户应对一些法律上的纰漏和灰色区域。

郑律师也是思纪龄律师事务所生命科学业务的一员，为跨行业的客户提供服务，重点关注制药、医疗设备、医疗保健和健康、生物科技、可穿戴技术和化妆品公司等方面的各种法律问题，包括监管合规

性、产品包装、标签、推广、传统和数字营销、调查和召回等。她还就产品培训、折扣、税收和向供应链中的业务伙伴提供财务支持的协议等方面向客户提供建议；还涉及合作和共同品牌推广。

郑律师更是思纪龄中国业务部的先驱。中国业务部旨在促进马来西亚与中国双边的法律合作，参与“一带一路”政策和中国制造 2025 战略计划的法律领域。在这一职务中，她与中国的财富全球 500 强公司、中国国有企业、私有企业、投资家、政府和半官方机构、贸易促进机构以及专业人士共谋战略共商合作。

Key Practice Areas

关键业务领域

IP Advisory, Registration and Prosecution 知识产权咨询注册和起诉

Life Science 生命科学

Franchise Advisory and Registration 特许经营咨询与注册

Advertising and Product Liability 广告和产品责任

Cosmetics, Pharmaceutical and Medical Device Compliance 化妆品
药品和医疗器械法

Selected Experience

精选经验

IP Advisory, Registration and Prosecution

- ❖ Devising strategies for local inventors and Malaysia-based foreign inventors on cross-border protection and exploitation of their IP worldwide, and advising them on sourcing of funds; working with IP foreign experts in implementation thereof.
- ❖ Advising, managing and coordinating multi-jurisdictional protection of IP portfolio for companies.
- ❖ A wide range review of IP policies including IP policies of multinational companies having local business interests in the medical device, automobile and manufacturing industries and local branch of foreign universities.
- ❖ Advising and assisting a leader in the gaming industry to secure protection of their copyright worldwide and to assist in and coordinate the transfer of ownership thereof.
- ❖ Acting for the government on drafting of agreements for the protection of IP relating to a national broadband campaign.

Life Science

- ❖ Advising on laws and regulations relating to human DNA extraction and export of these tissues, results and data for analysis and research.
- ❖ Advising foreign genomic solutions providers on compliance with local laws in connection with carrying out laboratory testing, data analysis and avatar studies.
- ❖ Advised a global orthodontic company in developing Malaysia guidelines on providing training and promotion of its products, software and techniques to medical professionals.
- ❖ Advised and reviewed agreements relating to provision of

training by universities and selected service providers to medical professionals, for a multi-national company.

- ❖ Advised a European medical device company known for its pioneering technologies and revolutionary therapies in urology on the applicable standards on importing of their products into Malaysia.
- ❖ Advised and reviewed the advertising guidelines and marketing claims for compliance with Malaysia and APAC guidelines to companies in medical device and cosmetic industries.
- ❖ Advised on the laws, regulations and codes governing advertising and marketing activities of medical device, pharmaceutical, cosmetics, health and wellness industries.
- ❖ Advising and reviewing various marketing and promotional materials of a leading orthodontic company.

Franchise Advisory and Registration

- ❖ Advised a century old franchise on protection in Malaysia, from pre- Malaysia franchise system registration's exemption order to re-registration as a result of change of hands of the franchise.

Product Liability & Regulatory Compliance

- ❖ Advising an innovative technology services company in the field of digital data flow management for healthcare ecosystems and B2B on issues relating nominative market research.
- ❖ Advising a multi-national technology company on the laws and rules relating to human subject's research.

知识产权咨询注册和起诉

- ❖ 为本地发明家和驻马来西亚的外国发明家制定跨境知识产权保护和利用策略，并就资金来源提供建议；与知识产权外国专家合作执行上述策略。
- ❖ 为公司管理和协调知识产权组合的跨管辖区保护。
- ❖ 对包括医疗设备、汽车和制造业在内的跨国公司的知识产权政策进行广泛审查，以及对外国大学在当地业务中的知识产权政策进行审查。
- ❖ 为游戏行业领先企业提供全球版权保护，并协助和协调其所有权转让。

- ❖ 代表政府起草与国家宽带运动相关的知识产权保护协议。

生命科学

- ❖ 就人类 DNA 提取及相关组织、结果和数据用于分析和化身研究的本地法律合规提供建议。
- ❖ 为一家全球正畸公司制定马来西亚培训和推广产品、软件和技术给医疗专业人员的指南。
- ❖ 为跨国公司就大学和特定服务提供商向医疗专业人员提供培训的协议提供建议并进行审查。
- ❖ 为一家欧洲医疗设备公司，该公司可在泌尿学领域的先进技术和革命性疗法闻名，提供进口产品进入马来西亚的适用标准的建议。
- ❖ 就医疗设备和化妆品行业的公司的广告指南和营销声明进行审查，以符合马来西亚和亚太地区的指南。
- ❖ 就医疗设备、制药、化妆品、健康和健康行业的广告和营销活动的法律法规和准则提供建议。
- ❖ 为外国基因组解决方案提供商就进行实验室测试、数据分析和化身研究方面的本地法律合规性提供建议。
- ❖ 就一家领先的正畸公司的各种营销和促销材料进行审查和建议。
- ❖ 就国际可穿戴技术公司的 POS 材料进行审查和建议。

产品责任/法规合规

- ❖ 就医疗生态系统和 B2B 数字数据流管理领域的创新技术和服务公司的具名市场研究问题提供建议。
- ❖ 就多国技术公司的涉及人类受试者研究的法律和规则提供建议。

特许经营

马来西亚为一家百年老店特许经营提供保护咨询服务，从马来西亚特许经营系统注册前的豁免令到特许经营易手后的重新注册。

Qualifications &

Qualifications:

Professional Affiliations

Advocate and Solicitor, High Court of Malaya (1998)
Barrister-at-Law (Lincoln's Inn) (1997)
LL.M, University of Malaya (2004)
LL.B (Hons), University of East London (1996)

Professional Affiliations:

National Reporter, Malaysian Chapter of the International Association for the Protection of Industrial Property (AIPPI)
Member, HuanYu China- ASEAN Legal Cooperation Center
Member, China- ASEAN Legal Training Base Alumni
Researcher, Southwest University of Political Science and Law, China
Member, Canadian Business Council

Publications & Talks

Authored the following articles:

- ❖ The Geographical Indications Act 2022 comes into force- Skrine Insight 25 Feb 2022; Lexology 13 May 2022
- ❖ Parmesen Cheese GI Article, co-author.
- ❖ Author, "Inside the Minds: IP Client Strategies in the Asia-Pacific, 2011 ed.", Thomson Reuters/ Aspatore, United States of America.
- ❖ Author, "Malaysian Intellectual Property - Dawning of a New Age", Digital Guide 2010 on executiveview.com.
- ❖ Author, "World Intellectual Property Rights and Remedies- Malaysia", Oceana, New York.
- ❖ Author, "IP Laws in Malaysia", <http://www.jetro.gov.jp/world/asia/asean/ip>.
- ❖ "马来西亚加入马德里体系的实施情况", 「中华商标杂志」.
- ❖ "马来西亚 2019 年商标法案," 「中华商标杂志」.

Talks

Presenter of the following talks: -

- ❖ Presenter, "Madrid- Asahi Malaysia".
- ❖ Presenter, "Taking Unfair Advantage of Trademarks: Parasitism and Free Riding", AIPPI ASEAN Regional Meeting 2016.
- ❖ Presenter, "IP in E-Commerce", to ACCCIM (The Associated Chinese Chambers of Commerce and Industry, Malaysia) members.
- ❖ Co-presenter, "Wheels of Change- A Legal Perspective of the Automobile Industry in Malaysia", a webinar organised by LexMundi.
- ❖ Co-presenter, "Disregarding Intellectual Property at Your Own Peril", "ICC- Brand and Innovation Seminar ICC Malaysia", organised by the International Chambers of Commerce,

Malaysia.

- ❖ Presenter, “The Protection of Major Sports Events and Associated Commercial Activities Through Trade Marks and Other IPR”, “AIPPI Seminar 2010”, organised by the Malaysian Chapter of the International Association for the Protection of Industrial Property (AIPPI)
- ❖ Presenter, “An Overview of IP Laws in Malaysia”, to Thai trade delegations.
- ❖ Presenter, “How to Protect Your Brands”, to Thai Trade Council and Thai Trade Delegations.
- ❖ Presenter, “RCEP 成员国商标保护制度研讨会”.
- ❖ 商标品牌全球保护最佳实践, “2019 年商标法: 机遇与挑战”, 中华商标和摩知轮合办。
- ❖ 2023 年商标法-知识产权领域网路研讨会
- ❖ Presenter, “The Worth of the Ang-Hair Durians”, “Seminar on Empowering SMEs through IP”, organised by the Intellectual Property Corporation of Malaysia.
- ❖ Presenter, “Employee’s IP”, to the Malaysian Employers Federation, Northern Region.
- ❖ Presenter, “Copyright- Dos and Donts”, to college students at a holiday camp.
- ❖ Conducted a series of workshops on “Trade Marks- creation, selection, protection” to clients.
- ❖ Presenter, “Co-branding”, to in-house counsels and legal practitioners.

Accolades

- ❖ Ranked as *Leading Lawyer* for Intellectual Property for Legal 500 Asia Pacific 2025 - 2026
- ❖ World IP Review, 50 Most Influential Women in Intellectual Property laws
- ❖ World Trademark Review 2021, 2022, 2023 & 2024 listed under Individuals: Prosecution and Strategy
- ❖ Legal 500 Asia Pacific 2021, 2022, 2023 and 2024
- ❖ “*Leading Trademark lawyer*”, Expert Guide to World’s Leading Lawyers Chosen by Their Peers 2021, 2020, 2019, 2018, 2017, 2016
- ❖ “*Leading Trademark lawyer*”, Women in Business Law 2021, 2020, 2019, 2018, 2017, 2016.
- ❖ “Law Office Client Choice Award” 2015
- ❖ IP Expert of the IP committee- China Council for the Promotion of International Trade Tianjin sub-Council (CCPIT-Tianjin),