

Pui Keng, Lim

Department Head - Trademarks

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Background

Pui Keng serves as the Department Head of the Trademarks Department at Advanz Fidelis. She has a background in law, having graduated with a LL.B (Hons) from the University of Leicester, United Kingdom. She has close to 22 years of experience in intellectual property, and was a practicing lawyer in two law firms prior to joining Advanz Fidelis.

Pui Keng is a Registered Trademark and Industrial Designs Agent of Malaysia.

Key Skills

Pui Keng's forte lies in the prosecution and enforcement of trademarks, having garnered close to **22** years of experience as a trademark practitioner, almost half of which in the field of intellectual property litigation and enforcement of intellectual property rights. Her primary focus is to oversee the daily operations of the trademarks team, and to guide and advise on client protection strategies, and enforcement and infringement related matters.

In the area of trademark prosecution, Pui Keng is well versed in all aspects of trademarks, from protection strategy and best practices, clearance searches and prosecution through to advising on enforcement, infringements and court-related action. She also deals with the prosecution of complicated trademark cases, and regularly attends oral hearings before the Registrar at the Intellectual Property Corporation of Malaysia (MyIPO). Her day to day role includes managing the operations of the department, advising clients on portfolio strategy, protection of IP rights, transactions, infringement and enforcement related matters, attending oral hearings at the Trademarks Office, drafting and vetting agreements and preparing submissions. Pui Keng is adept at simplifying complicated trademark concepts and breaking them down into understandable, relatable points to advise her clients.

Pui Keng also has substantial experience in the enforcement of trademark rights, and is well versed in the coordination of raids and enforcement actions on infringers, having carried these out for many notable brand owners. In addition, Pui Keng is also well versed in infringement related matters, where she advises clients on matters relating to trademark infringement and passing off, with the aim to resolve matters in a satisfactory manner and one that brings benefit to the client.

Pui Keng obtained a LL.B (Hons) from the University of Leicester, United Kingdom and was admitted as a Barrister-at-Laws (Lincoln's Inn) of England. She is an advocate and solicitor of the High Court of Malaya (non-practising), and is also a Registered Trademark and Industrial Designs Agent of Malaysia.

Pui Keng regularly authors articles for publication in local and internal publications and websites, and has been recognised as a leading trademark practitioner (Expert Guides to the World's Leading Trade Mark Practitioners). She is also an active member of local

and international associations, and presently serves on the Committee of the Licensing Executives Society (LES) of Malaysia, a member of the Trademark Taskforce of the Malaysian Intellectual Property Association (MIPA) and is the Chair of the East Asia & Pacific Subcommittee of the Unreal Campaign Committee of the International Trademark Association (INTA).

Qualifications

- LL.B (Hons), University of Leicester, United Kingdom
- Registered Trademark and Industrial Designs Agent of Malaysia

Key Areas

- Trademark prosecution
- Trademark strategy
- Trademark infringement
- Trademark enforcement
- Transactions

Awards

- WTR 1000 – Recommended Individual
- Expert Guides - Guide to the World's Leading Trademark Practitioners
- Managing Intellectual Property – IP Stars (Trademark)

Memberships

- International Trademark Association (INTA)
- Asian Patent Attorneys Association (APAA)
- Licensing Executives Society Malaysia (LESM)
- Malaysian Intellectual Property Association (MIPA)

Appointments

- Committee Member, Licensing Executives Society Malaysia (LESM)
- Chair of the East Asia & Pacific Subcommittee of the Unreal Campaign Committee, International Trademark Association (INTA)

Languages

- English
- Bahasa Malaysia
- Hokkien