

## **YVONNE CHUA**

### **Senior Partner and Head of Intellectual Property Practice Group, Wilkinson & Grist**

**Yvonne Chua**, solicitor and Notary Public, is the Senior Partner at Wilkinson & Grist, and Head of its Intellectual Property (“IP”) Practice Group. Established for over 130 years, Wilkinson & Grist has a long tradition of excellence as a leading law firm in Hong Kong. In particular its intellectual property practice is one of the strongest and largest in Hong Kong which has consistently gained top rankings internationally as a Top Tier/Highly Recommended Firm for IP.

Yvonne graduated from the University of Hong Kong with the degree of LLB (Hons) and has been admitted to practise law in Hong Kong (since 1980), England, Australia as well as Singapore.

Yvonne specializes on IP law and for over 35 years, her practice is on protection, management, exploitation and enforcement of IP rights in Hong Kong, China and the region.

Yvonne represents international and local brands, government bodies, universities, and institutions on IP planning, portfolio management and strategic brand protection. She has extensive experience advising on complex cross border IP issues and litigation and has attained many unprecedented successes.

Yvonne is internationally recognized as a distinguished and influential **IP expert** with many awards/recognitions received continuously through the years. Her recent honours include in:-

- The LEGAL 500 Asia Pacific Leading Individual in IP (HK) 2016, 2015 and 2014
- Asia IP Experts 2015 and 2014 by Apex Asia in your Guide to Asia’s Leading 150 Advisers
- Leading IP lawyer in Chambers Global and Chambers Asia Pacific 2015 and 2014 Guide
- Gold Band Ranking in the World’s Leading Trademark Professionals 2015 and 2014 by WTR 1000
- Leading IP lawyer in Hong Kong in Asialaw Leading Lawyers 2015 and 2014
- Best of the Best Expert Guides 2015 – Trade Marks, Patents – The World’s Leading Practitioners chosen by their Peers by the Legal Media Group
- The world’s leading Patent and Trademark Lawyers in The International Who’s

Who of Business Lawyers, Patent and Trademark Lawyers 2015 and 2014 by WHO's WHO LEGAL

- iam 1000 The World's Leading Patent Law Practitioners 2015 and 2014
- IP Stars in the Definitive Guide to Leading IP Firms and Lawyers 2015 and 2014 by Managing Intellectual Property

Yvonne takes a leading role on advancing IP in Hong Kong, China and globally and has been actively involved in various major international IP organizations.

On the local front, Yvonne has been invited by the Permanent Secretary for Commerce and Economic Development of the HKSAR Government to the **Special Working Group on IP Trading** which was set up to study the overall strategy for promoting Hong Kong as a hub for IP trading pursuant to the announcement made by the Chief Executive in his 2013 Policy Address.

Further, she has been serving on the Design, Marketing and Licensing Services Advisory Committee of **HKTDC** (2005-2009, 2013-2017). She also acted as Honorary Advisor for the 2013 **Business of IP Asia Forum** co-organized by the Hong Kong Trade Development Council ("HKTDC") and HK Design Centre as one of the largest IP forum in the region, and was also member of the Steering Committee for BIP Asia 2012.

Upon special invitation from the HKSAR Government and the HKTDC, she has also joined their Special legal/business Delegations to China, Europe and Japan to speak on IP related issues.

Yvonne has always been at the forefront of IP legislative changes and has been serving on the **IP Committee of the Law Society of Hong Kong** since 2007.

On the international front, Yvonne was President of **Licensing Executives Society International** (LESI) for the society year 2013-2014, being the first Chinese and second female to be president in the 41 years' history of LESI, a global IP organization with 33 national/regional societies, representing more than 9,000 members in over 90 countries of the world. Members include management representatives from corporations, scientists, engineers, academics, governmental officials, lawyers, patent and trade mark attorneys, and consultants (see [www.lesi.org](http://www.lesi.org)). Currently she serves on the LESI Past Presidents Council.

In earlier years, she was LESI past Vice President (2008-2011), past Chair of Asia

Pacific Committee (2007-2008), Vice-Chair of LESI Trade Mark & Character Licensing Committee (2005-2006) and also past Chairman of LES China Hong Kong Sub-Chapter (2005-2009) and Treasurer (2009-2010).

She also has a long service in various Committees of **International Trademark Association** (INTA), including the Famous & Well-Known Marks Committee (2010-2013), Dilution & Well-Known Marks Committee (2008-2009), Anti-Counterfeiting & Enforcement Committee (2005-2007), Programs Committee (2004-2005) and Membership Committee (2001-2004). She also served in the Anti-Counterfeiting Committee (1996-2002), Designs Committee (2002-2007), Trade Marks Committee (2009-2012) of the **Asian Patent Attorneys Association** (APAA), being also previously a Councillor of the APAA Hong Kong National Group.

Yvonne also is a frequent speaker on different aspects of IP at international and local conferences and her papers have been featured in many publications of international circulation. Most recently, she spoke at the 2015 Business of IP Asia Forum (3-4 December 2015) co-organized by the HKSAR Government, HKTDC and Hong Kong Design Centre.