

Innovation is part of your business, protecting it is part

Baker McKenzie has had a presence in Singapore since 1981 and has grown rapidly to become the largest offshore firm in the country. Since 1 January 2001, Baker McKenzie has been operating through a joint venture firm - Baker McKenzie Wong & Leow - formed with its Singapore associate firm, Wong & Leow LLC.

The firm's intellectual property ("IP") practice has an impressive client base, including many multi-national corporations across a diverse range of industries including media, luxury goods, electronics, fast moving consumer goods, pharmaceuticals and information technology.

What sets us apart from our competitors

Cross border global reach

Within the Asia Pacific region, Baker McKenzie (of which, we are a member firm) is the leading firm with the largest presence. We provide seamless integrated services backed by strong experience and local Law capabilities throughout our 17 locations in the region, which include Singapore, Hong Kong, Kuala Lumpur, Jakarta, Bangkok, Manila, Ho Chi Minh City, Hanoi, Brisbane, Melbourne, Sydney, Beijing, Shanghai, Taipei, Tokyo, Seoul and Yangon. Proper IP protection requires strategies that transcend borders. To achieve seamless international protection, our global IP teams work together to plan and execute multi-jurisdictional strategies to protect our clients' IP rights. The sharing of information and strategies between jurisdictions confers legal advantages and cost benefits to our clients' IP protection objectives. Through such co-operation, we simplify and efficiently manage cumbersome tasks, from co-ordination of global searches; planning and implementation of IP filing strategies; to the effective enforcement of these rights against third parties across borders. This, we believe, is one of the advantages of engaging a global law firm like Baker McKenzie Wong & Leow.

Awards

Band 1 Intellectual Property Firm
Chambers Asia Pacific, Singapore 2010 - 2025

Tier 1 Intellectual Property Firm
Legal 500 Asia Pacific, Singapore 2010 - 2025

Recognised as one of the leading trade mark firms in Singapore
World Trademark Review 1000 2011 - 2025

Singapore Trade Mark Contentious IP Firm of the Year
Managing IP Asia Pacific Awards 2018 - 2024

Singapore Copyright & Design Firm of the Year
Managing IP Asia Pacific Awards 2024

Singapore IP Transactions & Advisory Firm of the Year
Managing IP Asia Pacific Awards 2021 and 2023

Prosecution IP Firm of the Year
Managing IP Asia Pacific Awards 2020

Asia Pacific Trade Mark IP Firm of the Year
Managing IP Asia Pacific Awards 2019

Asia Pacific Law Firm of the Year
Managing IP Asia Pacific Awards 2018 - 2020, 2022 and 2024

Global Firm of the Year: Intellectual Property
Managing IP Awards 2017, 2021 and 2022

Regional Intellectual Property Law Firm of the Year
ALB SE Asia Law Awards 2017

Tier 1 Intellectual Property:
Patents and Copyright/Trademarks
ALB Southeast Asia Law Awards 2019, 2023 and 2024

Asia Pacific Patents Firm of the Year
Asia IP Awards 2023

Tier 1 Copyright and Trademark Contentious Firm in Singapore
Asia IP Law 2024

Tier 1 Trademark Prosecution Firm in Singapore
Asia IP Law 2023

Singapore Copyright Firm of the Year 2019
Asia IP Asia Pacific Awards 2019

"Renowned firm advising on the full suite of IP matters, including enforcement, portfolio management and commercial mandates."
Chambers Asia Pacific 2024

A snapshot of our IP expertise

Through our extensive experience in working with established IP owners, we understand our clients' commercial needs and objectives. Our IP practice in Singapore covers a comprehensive scope of legal services, including:

IP Portfolio Management - Trademarks, Patents, Designs

Our portfolio management practice works with numerous multinational clients to prosecute and register their IP rights on various levels:

- At the local level (where we manage and directly prosecute the clients' Singapore portfolio of IP rights); and
- At a regional and global level (where we plan, manage and co-ordinate filing and protection strategies on behalf of our clients).

Enforcement/Anti-counterfeiting

Our enforcement and anti-counterfeiting section has extensive experience and expertise in all aspects of IP litigation: from civil litigation for various IP infringements, passing-off, breach of confidence; to criminal prosecutions for trademark and copyright offences. We are also involved in alternative dispute resolution procedures such as arbitration and mediation in resolving IP conflicts. Our team of international specialists enables us to take the lead role in running and coordinating cross-border IP litigation, as well as coordinating simultaneous raids around the country and the region, as a strategic measure, to ensure that our clients' IP rights are consistently protected.

Product Registration

As a full-service IP practice, we often advise on the legislative framework governing the sale and labelling of pharmaceuticals, food and cosmetic products. We review advertising claims to ensure compliance with our laws and regulations. Our excellent relationship with the relevant regulatory authorities gives us an added advantage in facilitating the registration process for our clients.

Transactional related IP matters/Commercial IP

Our team works closely with our corporate and tax practice groups to complement their services to our clients. The aim is to provide comprehensive services in all aspects of IP rights. Apart from the advisory aspects, we are frequently involved in the conduct of due diligence relating to IP assets; the taking of security interest in IP assets; and drafting of various IP agreements/arrangements such as distributorship, franchising, licensing and media contracts.

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