
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Sok Ling MOI
MOI JURIS
Singapore
Singapore



Nationality: Singaporean

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Bachelor of Law (LL.B) Honors degree, National University of Singapore, 2000;
Practical Law Course, Board of Legal Education, 2000.

Advocate & Solicitor, Supreme Court of Singapore, 2001;
Solicitor, Supreme Court of England & Wales, 2009,

LANGUAGES

English, Chinese
Cantonese (spoken)
Hakka (spoken)

PRESENT POSITION

Founder, MOI JURIS (An Intellectual Property Consultancy based in Singapore).

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Pupil, Alban Tay Mahtani & de Silva LLP (ATMD), 2000-2001;
Associate, KhattarWong LLP, 2001-2006;
Senior Associate, Allen & Gledhill LLP, 2006-2007;
Partner, Allen & Gledhill LLP, 2008-2013;
Regional Intellectual Property Counsel, Becton, Dickinson & Company, 2014).

January 29, 2020

MEMBERSHIP IN PROFESSIONAL BODIES

Member:

Singapore Academy of Law, since 2001;
 The Law Society of Singapore, since 2001;
 International Association for the Protection of Intellectual Property (AIPPI), since 2008;
 International Trademark Association (INTA), since 2008;
 Singapore Mediation Centre (SMC), since 2012.

The Law Society of Singapore

Member, Intellectual Property Practice Committee, 2010, 2011, 2012, 2013;
 Chairperson, Trade Mark Subcommittee, 2012, 2013.

AIPPI-Singapore

Elected Executive Committee Member, 2008-2009, 2010-2011, 2012-2013, 2014-2015.

INTA

Member, Anti-Counterfeiting Committee, 2012-2013;
 Member, Geographical Indications Committee, 2014-2015.

Singapore Mediation Centre

Accredited Associate Mediator, 2012, 2013, 2014, 2015.

AREAS OF SPECIALIZATION

Intellectual Property: Trade mark, patent, design, copyright, domain name, trade secret, confidential information;

Media & Entertainment: Advertising, internet, e-commerce, privacy, data protection;

Commercial: Agency, distributorship, franchise, assignment, licence;

Consumer Protection: Fair trading, unfair contractual dealings, lemon law, sale of goods.

EXPERIENCE IN INTELLECTUAL PROPERTY

Experienced IP specialist, having spent almost fifteen years in private practice specializing in IP law. A trusted legal advisor to many MNCs, government-linked companies as well as small and medium-sized enterprises. Well-versed in both contentious and non-contentious aspects of IP work.

Has substantial experience in developing branding strategies for clients, for whom she regularly conducts IP audits and provides brand clearance and freedom-to-operate opinions. An expert in the prosecution of trade mark and design applications, and manages worldwide IP portfolios for leading household names from diverse industries.

Adept at reviewing, negotiating and preparing a wide range of commercial documentation with an IP focus, such as IP transfer and licensing agreements, distributorship and franchise agreements, R&D collaboration agreements. Has undertaken due diligence on IP assets in high profile merger & acquisition and joint venture transactions.

Has a wealth of practical experience in contentious IP work, and has led many cases to successful resolution to the satisfaction of her clients. Has represented IP rights owners in trade mark opposition, revocation and invalidation proceedings as well as in IP litigation and enforcement actions involving Anton Piller Order and police raid. An expert at coordinating investigative regional anti-counterfeiting work.

Actively contributes to legislative and policy reform by participating in dialogues with policy makers and writing responses to consultation papers. Highlights of involvement include (i) Enactment of the Data

Protection Act & Rules (2011-2013), (ii) Amendments to the Geographical Indications Act & related amendments to the Trade Mark Act (November 2013), (iii) Master Plan for developing Singapore as a Global IP Hub (January 2013), (iv) Amendments to the Consumer Protection (Fair Trading) Act: Timeshare, cooling off period, contracts with minors (2012-2013), (v) AIPPI Working Committee Resolutions on Copyright: Safe harbour for Internet service providers (2010, 2011).

Has been named as Singapore's Leading IP Practitioner by *Who's Who Legal* for 2012 and 2013.

MAJOR PUBLICATIONS

Regularly gives talks and writes articles on IP law and developments in Singapore. Some case summaries have been published and/or reproduced in international and online publications, such as World Intellectual Property Report (WIPR), Lexology, Lawnet and INTA Bulletin.

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Has experience in helping businesses formulate online brand protection strategies and advising on cybersquatting and domain name disputes. Familiar with domain name registration and the new gTLD Program.

Attended the WIPO Advanced Workshop on Domain Name Dispute Resolution: Update on Precedent and Practice, October 29 & 30, 2013 (Geneva);

Attended Domain Name Workshop on new gTLDs by Professor Mary Wong, 2012 (Singapore).

EXPERIENCE IN COURT LITIGATION

Has a wealth of practical experience in contentious IP work, and has led many cases to successful resolution to the satisfaction of her clients. Has represented IP rights owners in trade mark opposition, revocation and invalidation proceedings as well as in IP litigation and enforcement actions involving Anton Piller Order and police raid. An expert at coordinating investigative regional anti-counterfeiting work.

Examples: Acted in *Superbowl Golf School & Country Club Pte Ltd v National Football League Properties Inc* (2007) concerning trade mark disputes;

Acted for Business Software Alliance (BSA) and Interactive Digital Software Association (IDSA) in anti-counterfeiting raid actions and criminal prosecution for copyright offences;

Acted for Sharp Corporation, Shell International Limited, Telefonaktiebolaget L M Ericsson, DairyFarm Establishment, Hutchison Whampoa Limited, YTC Hotels Group, Far East Hotels Group etc., concerning trade mark disputes.

PROFESSIONAL TRAINING IN MEDIATION

Mediation Course conducted by the Consumers Association of Singapore (CASE), July 11-12, 2009, Trainer. Professor Lim Lan Yuan.

Mediation in Intellectual Property Disputes at IPOS Course conducted by WIPO Arbitration and Mediation Center and IP Academy (Singapore), December 8-9, 2011.

Trainer: Peter Moody, David Perkins.

Mediation: Strategic Conflict Management for Professionals (SCMP) conducted by Singapore Mediation Centre (SMC), March 5-6, 2012.

Associate Mediator Accreditation Course (AMAC) & Assessment conducted by Singapore Mediation Centre (SMC), March 7-9, 2012 and March 12, 2012.

EXPERIENCE IN MEDIATION

Domestic:

Panel of Mediators (Accredited), Consumers Association of Singapore (CASE), from 2009:

- Sole/co-mediator for consumer/contractual disputes;
- Mediates regularly, approximately once a month (with a 80% success rate).

Panel of Mediators (Accredited), Singapore Mediation Centre (SMC), from 2012:

- Sole/co-mediator for commercial/contractual disputes;
- Mediates regularly, approximately once a quarter (with 80-90% success rate);
- Volunteers four times a year as coach for mediation workshops and accreditation courses.

International:

Panel of Mediators, World Intellectual Property Organization (WIPO);

- Mediator for IP disputes instituted in the Intellectual property Office of Singapore (IPOS) under the WIPO-IPOS collaboration framework (from 2012) (with 100% success rate);

Mediator for disputes related to franchising and licensing transactions under the WIPO-Franchising and Licensing Association of Singapore (FLA) collaboration framework, from 2013.
