

## WIPO LIST OF NEUTRALS

### BIOGRAPHICAL DATA

Susanna H. S. LEONG  
Associate Professor  
NUS Business School  
National University of Singapore  
Singapore



Nationality: Singaporean

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### EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

LLM (with Merit), University of London, 1994;  
LLB, National University of Singapore, 1989.

Advocate and solicitor, Supreme Court of Singapore.

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### LANGUAGES

English, Chinese and Cantonese

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### PRESENT POSITION

Associate Professor, Department of Strategy and Policy, NUS Business School, The National University of Singapore, since 2006;  
Vice-Dean, Graduate Studies Office, NUS Business School since 2008;  
Senior Fellow, Intellectual Property Academy of Singapore.

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Assistant Professor, NUS, 1 August 1998;  
Lecturer, NUS, 1 November 1994;  
Senior Tutor, NUS, 15 July 1991;  
Legal Assistant, G K Seah & Co, 1990-1991;

January 3, 2020

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Legal Assistant, David Ong & Lim, 1989-1990.

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### MEMBERSHIP IN PROFESSIONAL BODIES

Member, The Regional Centre for Arbitration, Kuala Lumpur (RCAKL) Panel;  
 Member, Singapore Academy of Law;  
 Vice President, *Association Internationale pour la protection de la Propriété Industrielle* (AIPPI), Singapore.

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### AREAS OF SPECIALIZATION

Business law, legal aspects of technology business, intellectual property.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

Consulting with private corporations on intellectual property matters.  
 Teaching and research in intellectual property since 1991.

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### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Member, Regional Centre for Arbitration, Kuala Lumpur (RCAKL) Panel. (*Members of this panel preside over an administrative procedure for the resolution of domain disputes under the Malaysian Network Information Centre, Domain Name Dispute Resolution Policy and Rules.*), 2001;

Member, The WIPO Arbitration and Mediation Center's Domain Name Panel. (*Members of this panel preside over an administrative procedure for the resolution of domain name disputes pursuant to the Internet Corporation for Assigned Names and Numbers (ICANN) Uniform Dispute Resolution Policy.*), 2000.  
 Delivered more than 40 domain name disputes cases since 2000.

Teach and research in the area of domain names.

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### MAJOR PUBLICATIONS

#### I. Books

Leong S H S, *Intellectual Property Laws of Singapore*, The Academy Publishing, *Forthcoming*, 2012.

#### II. Published Journal Papers in Chronological Order:

##### A. Intellectual Property Laws;

Leong S H S and Chen Yuan Yuan, "The Right of Communication in Singapore", *Singapore Academy of Law Journal*, (2010) 22 SAclJ 602-631;

Leong S H S, "Pre-Action Discovery against a Network Service Provider and Unmasking the John Does of Alleged Online Copyright Infringements in Singapore", *European Intellectual Property Review*, Vol. 31 Issue 4 2009 185-194, (United Kingdom);

Saw, CL & Leong S H S, "Defining Criminal Liability for Primary Copyright Infringement – The Singapore Experience", *Journal of Business Law*, [2008] J.B.L. Issue 4, p. 304-315. (United Kingdom);

Saw, CL & Leong S H S, "Criminalizing Primary Copyright Infringement in Singapore – Who are the real online culprits?", *European Intellectual Property Review*, Vol. 29 Issue 3 March 2007 108 -114. (United Kingdom);

Leong, S H S & Saw, C L, "Copyright Infringement in a Borderless World – Does Territoriality Matter? *Society of Composers, Authors and Music Publishers of Canada v Canadian Association of Internet Providers* [2004]

2 SCR 427”, *International Journal of Law and Information Technology*, doi:10.1093/ijlit/eai030 © Oxford University Press 2006. (United Kingdom);

Llewelyn, D & Leong, S H S, “Trade Mark Dilution in Singapore: *the Aftermath of McDonald’s vs. MacTea*”, *Australian Intellectual Property Journal*, Volume 16, August 2005, No. 3, 138-151. (Australia);

Leong, S H S, “Conditions for Registration and Scope of Protection of Non-Conventional Trade Marks in Singapore”, [2004] 16 *Singapore Academy of Law Journal* Part II, 423-446;

Leong, S H S, “Protection of Industrial Designs as Intellectual Property Rights: New Laws in Singapore”, [2003] *Journal of Business Law*, May Issue, 239 (United Kingdom);

Leong, S H S, “Legal Protection of Factual Compilations and Databases – Re-thinking the Copyright Protection Model in Singapore”, *The Journal of World Intellectual Property* (Geneva, Switzerland), November Issue, 2002;

Leong, S H S, “Performance Rights in Singapore”, *International Review of Industrial Property and Copyright Law* (Max-Planck-Institute for Foreign and International Patent, Copyright, and Competition Law, Germany), 2002;

Ter, K L & Leong, S H S, “Contractual Protection of Business Confidence”, [2002] *Journal of Business Law* (United Kingdom);

Leong, S H S, “Copyright Protection in Cyberspace: Recent Amendments to the Copyright Act 1987 in Singapore”, *Computer Law & Security Report* Vol. 16 no. 3 2000: 180-185. (United Kingdom);

Leong, S H S, “Protection of Confidential Information Acquired from a Former Client: Are Chinese Walls Adequate?”, *Singapore Academy of Law Journal*, 2, 11 (September 1999): 444 – 454;

Leong, S H S, “Salient features of the Patents Act 1994 of Singapore”, *International Review of Industrial Property and Copyright Law*, 27 (1996): 26-40. (Max-Planck-Institute for Foreign and International Patent, Copyright, and Competition Law, Germany).

#### B. Tort Law & Others

Leong, S H S and Lan, L L, “Liability for pure psychiatric injuries – ‘thus far and no further?’ *White and Others v Chief Constable of South Yorkshire and Others*”, *Singapore Journal of Legal Studies* (July 1999): 265-277. (Singapore);

Lan, L L and Leong, S H S, “Nervous shock, rescuers and employees - primary or secondary victims?”, *Singapore Journal of Legal Studies* (July 1998): 121-139. (Singapore);

Ter, K L and Leong, S H S, “Advance medical directives in Singapore”, *Medical Law Review*, 5 (Spring 1997): 63-101. (United Kingdom);

Leong, S H S and Ter, K L “Negligence liability to primary victims of psychiatric injury”, *Singapore Academy of Law Journal*, 8, S.Ac.L.J. (1996): 213-227. (Singapore);

Ter, K L and Leong, S H S, “Nervous shock - Defining the scope of liability”, *The Malayan Law Journal* (2 October 1992): cxiii-cxxviii. (Singapore);

#### C. Marketing, Advertising and Privacy Issues:

Petty R, Leong S H S, May O Lwin, “Slogans: US and EU Legal Protection for Slogans that Identify and Promote the Brand”, *International Journal of Advertising*, 2010, United States of America;

Stanaland, A.J., May Oo Lwin and Leong, S H S (2009), *Improving Parental Awareness of Online Privacy: Approaches in the United States and the United Kingdom*, *Journal of Consumer Affairs*, 43 (3) fall 2009, 474-494. (United States of America);

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Leong, S H S & May O. Lwin, "Seeking Exclusivity over a Brand Naming System? The McDonald's Experience", 2006, *Journal of Academy of Marketing Sciences*, Marketing and The Law, Volume 34, No.1, 84-88. (United States of America).

### III. Chapters in Books:

Leong S H S, Chapter on "Teaching intellectual property in a business school" in *Teaching of Intellectual Property – Principles and Methods* Edited by Yo Takagi, Larry Allman and Mpazi A Sinjela, published by World Intellectual Property Organization and Cambridge University Press, 2008;

Saw, CL and Leong S H S, "Criminalizing primary copyright infringement in Singapore: who are the real online culprits" in *Copyright Law, Digital Content and the Internet in the Asia-Pacific*, edited by Brian Fitzgerald, Fuping Gao, Damien O'Brien and Sampsung Xiaoxiang Shi, published by Sydney University Press, 2007;

Chow K B, Leo K M, Leong S H S, Chapter on Harnessing Minor Innovation: National Studies – Singapore, in *Innovation with Patents – Harnessing the Creative Spirit in a Diverse World*, Edited by Suthersanen U, Dutfield G and Chow K B, published by Edward Elgar Publishing, United Kingdom;

Chow K B, Leo K M, Leong S H S and Hsiao J, Chapter on Harnessing Minor Innovation: National Studies – China and Taiwan, in *Innovation with Patents – Harnessing the Creative Spirit in a Diverse World*, Edited by Suthersanen U, Dutfield G and Chow K B, published by Edward Elgar Publishing, United Kingdom;

Aw, T C, T Graeff, F H Lee, L Low, K C Lee, Leong, S H S, K H Lian, C K Low, B J Ooi, A Ong, W L Tan and K C Tsui, *Regulatory Controls, Laws and Practices Affecting Financial Planning*. In "A Singapore Guide to Personal Financial Planning", edited by A Ong, p 1-398. Singapore: Financial Perspectives; RMIT University (co-publisher), 1999.

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### EXPERIENCE IN COURT LITIGATION

From 1989 to 1991, commercial litigation, family law, trade mark registration.

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