
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Sok Ling MOI
MOI Law Corporation
Singapore
Singapore



Nationality: Singaporean

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

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

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

LANGUAGES

English, Chinese

PRESENT POSITION

Managing Director, MOI Law Corporation (a boutique law firm based in Singapore), 2015-present;
Founder, MOI JURIS (a global intellectual property consultancy based in Singapore), 2014-present.

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);
Adjunct Associate Professor, National University of Singapore (2016-2021)

October 31, 2025

MEMBERSHIP IN PROFESSIONAL BODIES

Singapore Academy of Law, member (2001-present)

The Law Society of Singapore, practitioner member (2001-2013, 2015-present), neutral evaluator (2022-present), senior mediator (2022-present), intellectual property practice committee member (2010-2013, 2016-present), trade mark subcommittee chairperson (2012-2013, 2018-present), emerging issues subcommittee chairperson (2016-2017)

Consumers Association of Singapore (CASE), central committee member (2015-2024), law review committee member (2011-present), education committee vice-chairperson (2015-2021), mediation committee member (2015-2021), volunteer mediator (2009-present), neutral evaluator (2024-present)

International Association for the Protection of Intellectual Property (AIPPI-Singapore), executive committee member (2008-present)

International Trademark Association (INTA), anti-counterfeiting committee member (2012-2013), geographical indications committee member (2014-2015), alternative dispute resolution committee member (2016-2019), internet committee member (2020-2021)

Asian Patent Attorneys Association (APAA), member (2016-present)

Institute of Singapore Trade Mark Agents (ISTMA), founding vice-president (2019-2022), registered trade mark agent (2022-present)

Singapore Mediation Centre (SMC), accredited associate mediator (2012-present), mediation coach (2013-present)

Singapore International Mediation Institute (SIMI), accredited mediator (level 3) (2019-present)

Benchmark International Mediation Center (BIMC), mediator (2019-present)

Hong Kong International Arbitration Centre (HKIAC), UDRP domain name panelist (2020-present)

Asian Domain Name Dispute Resolution Centre (ADNDRC), UDRP domain name panelist (2023-present)

World Intellectual Property Organization (WIPO), UDRP domain name panelist (2015-present), mediator/neutral (2012-present)

AREAS OF SPECIALIZATION

Intellectual property law: trade mark, patent, design, copyright, trade secret, geographical indication;
 Media & entertainment law: advertising, internet, e-commerce, privacy, data protection, domain name;
 Commercial law: agency, distributorship, franchise, assignment, licence;
 Consumer protection law: fair trading, unfair contractual dealings, lemon law, sale of goods.

EXPERIENCE IN INTELLECTUAL PROPERTY

An all-rounded intellectual property lawyer with over 20 years of law firm experience coupled with in-house MNC matrix exposure. A trusted legal advisor to MNCs, government-linked companies, small-and-medium-sized enterprises as well as start-up companies. Well-versed in both contentious and non-contentious aspects of IP work.

Has substantial experience in conducting IP audits and providing brand clearance and freedom-to-operate opinions. Has substantial experience assisting companies to establish IP management frameworks and branding strategies to better utilize IP assets for business. An expert in the prosecution

of trade mark, design and patent 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 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), (vi) AIPPI Working Committee Resolutions on Copyright: "Copyright in artificially generated works" (2019).

Named as Singapore's Leading IP Practitioner by *Who's Who Legal* for 2012 and 2013. MOI JURIS has been voted "Asian-MENA Counsel Singapore IP Firm of the Year" for 2017.

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*.

Authored:

AIPPI Working Committee Resolutions on Copyright: "Safe harbour for internet service providers" (2010, 2011)

AIPPI Working Committee Resolutions on Copyright: "Copyright in artificially generated works" (2019)

EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Cybersquatting and domain name disputes. Familiar with domain name registration, UDRP dispute resolution system and the new gTLD system.

Panelist, WIPO UDRP domain name disputes (2015-present)

Panelist, HKIAC UDRP domain name disputes (2020-present)

Panelist, ADNDRC UDRP domain name disputes (2023-present)

Attended:

Domain Name Workshop on the new gTLDs - by Professor Mary Wong (Singapore) (2012)

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

WIPO Domain Name Panelists Meeting (November 2, 2015)

UDRP 25th Anniversary Conference (Geneva) (April 23, 2025)

WIPO Domain Name Panelists Meeting (Geneva) (April 24, 2025)

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 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;

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.

Family Mediation Certification Programme (FMCP) & Assessment conducted by Singapore Mediation Centre (SMC) and the Family Justice Courts (July 18-22, 2022)

EXPERIENCE IN MEDIATION

Accredited Mediator (Level 3), Singapore International Mediation Institute (SIMI) (2019-present);

Accredited Specialist Intellectual Property Mediator, Singapore Mediation Centre (SMC) (2022-present);

Accredited Specialist Family Mediator, Singapore Mediation Centre (SMC) (2022-present);

Accredited Panel Mediator & Mediation Coach, Singapore Mediation Centre (SMC) (2012-present);

Accredited Panel Mediator & Mediator Coach & Neutral Evaluator, Consumers Association of Singapore (CASE) (2009-present);

Senior Mediator & Neutral Evaluator, The Law Society of Singapore (2022-present);

Mediates regularly, approximately once a month (with a 80% success rate);

Panel Mediator & Neutral Adjudicator, World Intellectual Property Organization (WIPO) (2012-present);

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

Mediator for disputes related to franchising and licensing transactions under the WIPO-Franchising and Licensing Association of Singapore (FLA) collaboration framework (2013-present);
Mediator for first-ever fully virtual mediation in Singapore (and perhaps the region) involving 10 participants during the COVID-19 lockdown period (2020);
Panel Mediator, Benchmark International Mediation Centre (2020-present);
Panel Mediator, Motor Industry Disputes Resolution Centre (2018-present).
