

# PROFESSIONAL BIO - MOI SOK LING

## **Qualification:**

- Advocate & Solicitor, Singapore
- Solicitor, England & Wales
- Accredited Mediator

## **Position / Designation:**

- Managing Director, *MOI Law Corporation*
- Adjunct Associate Professor, *National University of Singapore (NUS)*

## **Committee / Membership:**

- Founding Vice-President, *Institute of Singapore Trade Mark Agents (ISTMA)*
- Trade Marks Committee Chairperson, *Law Society of Singapore (LSS)*
- Central Committee Expert Member, *Consumers Association of Singapore (CASE)*
- Consumer Law Review Committee Member, *Consumers Association of Singapore (CASE)*
- Domain Name Dispute Resolution Panelist, *World Intellectual Property Organization (WIPO)*
- Domain Name Dispute Resolution Panelist, *Hong Kong International Arbitration Centre (HKIAC)*
- Executive Committee Member, *International Association for the Protection of Industrial Property (AIPPI SG)*



Formerly an Allen & Gledhill LLP partner credited with building an award-winning team, Sok Ling is a seasoned intellectual property and commercial lawyer competent in handling both contentious and non-contentious legal work. With more than 20 years of post-qualification experience, she is adept at providing sound, practical and creative legal solutions for businesses from diverse industries. Her clients sing praises of her “*practical and faultless recommendations*” and “*remarkably fast response time*”, and recommend her as the “*ideal external counsel to in-house professional teams*”. She has been named as a leading Singapore IP professional by Who'sWhoLegal, and her firm has been voted “Asian-MENA Counsel IP Firm of the Year”.

Sok Ling has substantial experience in developing IP and branding strategies for her clients, for whom she regularly conducts IP audits and provides brand clearance and freedom-to-operate opinions. She regularly assists companies to establish and review their IP management frameworks to better utilize and leverage IP assets for business. An expert in the prosecution of trade mark, patent and design applications, Sok Ling manages worldwide IP portfolios for leading household names from diverse industries.

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

Sok Ling has a wealth of practical experience in contentious IP work, and has led many cases to successful resolution to the satisfaction of her clients. She began her legal career with a high profile police raid action simultaneously targeting several retail shops dealing in counterfeit softwares that made headline news. Since then, she has represented IP rights owners in trade mark opposition, revocation and invalidation proceedings, in domain name recovery proceedings as well as in IP litigation and enforcement actions involving Anton Piller Order and police raid. She is an expert at coordinating regional anti-counterfeiting investigative enforcement action.

A professionally-trained and accredited mediator, Sok Ling has an impressive track record of resolving domestic and cross-border business, agency, distributorship, tenancy, employment, consumer, trade mark, copyright and patent disputes over the past decade, and maintaining a near-perfect resolution rate in recent years. She holds a level 3 accreditation from the Singapore International Mediation Institute (SIMI) and has been appointed by the Singapore Mediation Centre (SMC), Law Society of Singapore (LSS), World Intellectual Property Organization (WIPO), Consumers Association of Singapore (CASE) and Benchmark International Mediation Centre (BIMC) to their respective panel of mediators. She has the honour of being appointed sole mediator for one of the first IP disputes filed under the Intellectual Property Office of Singapore (IPOS) mediation scheme, successfully achieving full settlement within a single session for the litigating parties. She also has the honour of successfully conducting and resolving the first-ever fully virtual mediation in Singapore (and perhaps the region) involving ten participants during the COVID-19 lockdown period.

An active and prominent member of the legal fraternity, Sok Ling has been appointed to various expert panels and professional committees. In her capacity as chairperson of the trade marks committee, she has represented the Law Society of Singapore (LSS) in making legislative review recommendations to the Singapore government. She is the founding vice-president of the Institute of Singapore Trade Mark Agents (ISTMA). She has been appointed by the World Intellectual Property Organization (WIPO) and the Hong Kong International Arbitration Centre (HKIAC) to their respective domain name dispute resolution panel. Over the years, she has actively contributed to the work of international IP organizations such as International Trademarks Association (INTA) and International Association for the Protection of Industrial Property (AIPPI), including authoring and presenting scientific papers on "Copyright: Safe Harbour for Internet Service Providers" and "Copyright in Artificially Generated Works" to the international assembly. She has been invited to mentor young aspiring entrepreneurs under the Republic Polytechnic (RP) industry mentorship programme.

Embracing her role as a consumer advocate, Sok Ling regularly speaks at community outreach events organised by CASE and actively participates in discussions on consumer law reforms. Sok Ling is passionate about dog welfare issues and is keen to witness a kinder and more dog-friendly Singapore society in the near future. In her spare time, she fosters rescue puppies for Save Our Street Dogs (a registered charity with Institute of Public Character status). She serves on the central committee of CASE (a non-profit non-governmental organization) and has served on the board of Cat Welfare Society (a registered charity with Institute of Public Character status).

Sok Ling runs her own law firm, MOI Law Corporation and teaches IP law to postgraduate engineering students at the National University of Singapore.