



TRADEMARK 2U
INTELLECTUAL PROPERTY

CORPORATE PROFILE

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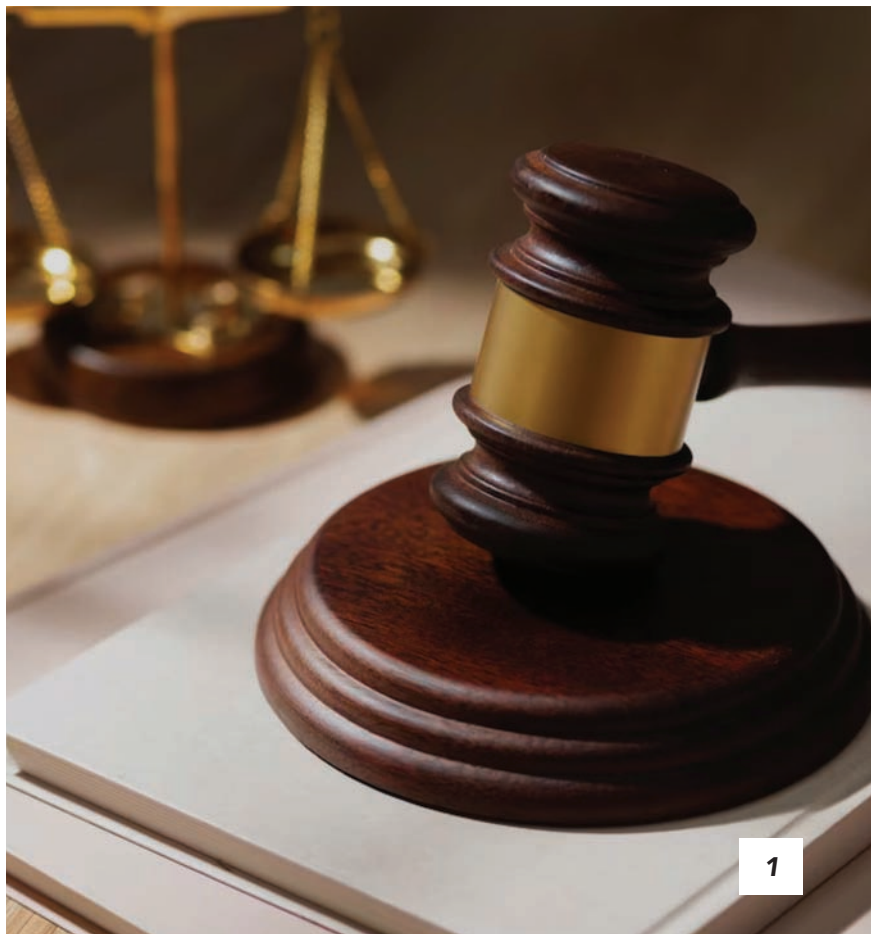
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01

INTRODUCTION

TRADEMARK2U is your premier partner for international Intellectual Property (IP) services, committed to enhancing the asset value of your organization. Boasting a significant global presence, we provide our clients with a quality, comprehensive array of Intellectual Property management and consultation services.

Our offerings are designed to support both domestic and international operations, enabled by our state-of-the-art Intellectual Property registration system and robust enforcement services.



01 INTRODUCTION

Our extensive global reach is highlighted by our branch offices across Asia, including ***Malaysia, Thailand, Indonesia, China, and Hong Kong***, demonstrating our dedication to offering accessible and efficient IP solutions worldwide. At **TRADEMARK2U**, our foremost objective is to achieve unparalleled customer satisfaction by protecting the Intellectual Property rights of our clients and enhancing their brand recognition within their specific industries and countries.

We believe the strength of our team lies not only in our professional expertise but also in our shared values of integrity, transparency, and client-centric service. We are dedicated to forging enduring relationships with our clients, based on trust and mutual respect, as we collectively navigate the intricacies of intellectual property in your business.



02 ABOUT US

Since its inception, our company has been profoundly influenced by its founding members and a committed team. It started as a Malaysian legal firm in 2001, quickly establishing a **comprehensive network of associates across 100 countries** to address the growing need for domestic and international legal IP consulting services regionally.

In 2004, **TRADEMARK2U SDN BHD** was established with the specific objective of providing specialized legal services in the realm of intellectual property in Malaysia.

Over the years, our vast experience in legal practice and service delivery led to a focused emphasis on offering intellectual property advisory services designed for organizations.

Acknowledging the necessity for a more targeted approach to tackle the complex business and intellectual property challenges encountered by organizations worldwide, we restructured our business model in 2010. This strategic move enabled us to become a specialized firm, committed to providing a unique and focused service experience in addressing the intellectual property and business challenges of organizations globally.



03 OUR EXPERTISE

At **TRADEMARK2U**, we provide a comprehensive suite of Intellectual Property (IP) services, designed to meet the dynamic needs of our clients across various industries. Our expertise covers a broad range of specialized services, including:



Intellectual Property Advisory and Registration Services:

Our registration services span a wide range of IP rights, including patent protection, trademark registration, copyright safeguarding, trade secret assistance, geographical indication preservation, new plant variety protection, and industrial design protection, enhancing marketability and competitiveness.



Licensing and Development Agreements:

We support the negotiation and drafting of licensing agreements, enabling clients to leverage their IP assets through development partnerships and collaborations.



Distribution and Strategic Partnering Arrangements:

We help structure distribution agreements and strategic partnerships to broaden our clients' market reach and boost their competitive advantage.

03 OUR EXPERTISE



Patent Specification Advisory and Drafting Exercises:

We offer guidance on patent specifications, ensuring inventions are accurately described and protected under patent law.



Technology Transfer & Commercialisation:

We provide advice and services to facilitate technology transfer, aiding clients in the complexities of technology commercialization.



Legal Disputes Settlement and Enforcement:

Our legal team is adept at handling IP disputes, providing solutions for settlement and enforcing IP rights to safeguard our clients' interests.



Intellectual Property and Environmental, Social, and Governance (ESG):

We incorporate ESG considerations into our IP advisory services, underscoring the significance of sustainable and responsible business practices.

04 MILESTONE

2002:

Early establishment as a law firm, marking the beginning of our journey in Intellectual Property (IP) services.

1

2

2005:

Establishment of TRADEMARK2U, specializing in comprehensive IP services.

3

2007:

Expansion of the Patent Unit to enhance patent-related services.

5

2011:

Establishment of PT KARYA PATEN INDONESIA in Jakarta, Indonesia, further extending our presence in Southeast Asia.

6

2012:

Relocation to new headquarters in Kuala Lumpur, Malaysia, to accommodate growth and expand operations.

7

2015:

Establishment of TRADEMARK2U CHINA CO., LTD. in Beijing, China, marking our entry into the East Asian market.

4

2010:

Establishment of TRADEMARK2U THAILAND in Bangkok, Thailand, initiating our Southeast Asian expansion.

8

2020:

Establishment of TRADEMARK2U HONG KONG LIMITED, continuing our expansion in Asia and enhancing our global IP service network.

04 MILESTONE

Multidisciplinary Team:

Experienced IP lawyers, patent and trademark attorneys, industry specialists, and legal consultants, bringing diverse sector insights.

Professional Development:

Committed to staying at the forefront of IP law, technology, and business strategy, adapting to the evolving IP landscape including ESG considerations.



Collaborative Approach:

Professionals work closely with clients to understand their business goals, challenges, and opportunities, offering comprehensive IP strategy and execution advice.

IP Law Expertise:

Supports startups to multinational corporations in protecting and managing IP assets, with a focus on global IP trends and regulations.



Lawrence Yip
Chief Executive Officer



Malaysia

QUALIFICATIONS

- Bachelor of Laws (Bond Uni.)
- Registered Trademark,
- Industrial Design, Patent Agent
- Advocate & Solicitor (non-practising)

Lawrence Yip is a distinguished legal professional who has significantly contributed to the field of Intellectual Property (IP) in Malaysia and beyond. Admitted to the Malaysian Bar in 2001, He quickly demonstrated his legal acumen by establishing his own law firm in 2002, focusing on Intellectual Property. His foresight and strategic decision-making led him to exclusively venture into the IP sector in 2005, recognizing its untapped growth potential. This pivotal move resulted in the founding of TRADEMARK2U SDN BHD, a company that quickly rose to prominence under his leadership.

TRADEMARK2U has flourished, becoming a leading entity in the IP domain within Malaysia. His vision didn't stop there; recognizing the global need for specialized IP services, He expanded TRADEMARK2U's reach beyond Malaysia, establishing branches in Thailand, Indonesia, and China.

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Today, Lawrence's expertise and strategic foresight continue to drive TRADEMARK2U's success, cementing its position as a frontrunner in the Intellectual Property services sector.



Thaneeya Lalitkulthorn

IP Director



Thailand

Thaneeya has more than 10 years experience in intellectual property field, in particular to patent and trademark registration. Before working at Trademark2u (Thailand) Co., Ltd., Thaneeya worked as a Patent Agent in Thailand for International Law firm handling for patent drafting and registration.

Currently, Thaneeya is the IP Director heading the daily tasks in TRADEMARK2U (THAILAND) CO., LTD.

AREAS OF PRACTICE

- Physics
- Patent, Design Patent,
- Trademark & copyright

QUALIFICATIONS

- Bachelor of Science (Physics)
- Bachelor of Law
- Master of Management
- Registered Patent Agent



LIU JING JING

IP Director



China

Jing Jing focuses her practice on IP consultation to communicate with clients to aware of their own intellectual properties and how to start to protect those IP by providing our services.

At TRADEMARK2U CHINA, Jing Jing is responsible for IP consultancy, to communicate and cooperate with clients for all applications procedure before passing to the Operation team. She also participates in promoting Intellectual Property awareness to the public such as exhibitions.

Currently, Ms Liu is the IP Director heading the daily tasks in TRADEMARK2U CHINA CO., LTD.

AREAS OF PRACTICE

- Trademark & Copyright
- Patent & Design Patent

QUALIFICATIONS

- Bachelor of Arts (Graphic Design), Curtin University of Technology. (2004-2007)
- Master of International Trade, University Malaya (2009-10).



Rulita Windawati Mongan

IP Consultant / Senior Manager



Indonesia

Rulita plays a pivotal role at TRADEMARK2U, specializing in IP consultation to elevate clients' understanding and management of their intellectual properties. She adeptly guides clients through the initial stages of protecting their IPs, offering TRADEMARK2U's comprehensive services to meet their specific needs.

Currently, Rulita is the Senior Manager heading the daily tasks in PT KARYA PATEN INDONESIA.

QUALIFICATIONS

- Bachelor of Management, (Gunadarma University, Indonesia.)
- Registered IP Consultant No.199-2006



Dr Bryan Sidhu

IP Advisor / Director of Academy



Malaysia

Dr. Bryan has over 32 years of experience across industry, government, NGOs, and research, specializing in IP and commercialization.

He was appointed as an expert for World Bank, UNDP, and ADB projects on R&D and innovation capability studies with the Malaysia Government Group for High Technology and the Malaysia Economic Development Council. He has served on MATRADE's branding grant committees, focusing on intellectual property regulations and ownership requirements for export markets. He is also an HRDCorp Certified Trainer, a University of Malaya Centre for Continuing Education Certified Coach, and holds a Medical Practice Certificate from the London College of Clinical Therapy.

QUALIFICATIONS

- Bachelor of Science (WU)
- Master of Science (UKM)
- PHD (Wilmington)

At **TRADEMARK2U**, we believe that strategic initiatives will not only bolster our presence in critical markets but also enhance our ability to serve our clients with innovative, comprehensive, and tailored IP solutions.



The Future

Regional consolidation in ASEAN countries, China, and India. These markets represent significant opportunities for intellectual property (IP) services.



Long term Strategy

We aim to deepen our penetration in key markets by offering a broader spectrum of IP-related services. Focus on IP commercialization, helping innovators and businesses to bring their IP-protected products and services to market effectively.



Short term Strategy

Provide comprehensive IP due diligence services, enabling our clients to make informed decisions about acquisitions, investments, and partnerships, complemented by our commitment to IP education.



Our Commitment

Dedication to expanding our service offerings reflects our commitment to being at the forefront of the IP services industry, fostering innovation, and contributing to the economic growth of the regions we serve.

07 OUR ACHIEVEMENT



2008

Received the prestigious Golden Bull Award, recognizing outstanding performance and contributions to the industry.

Achieved certification to ISO9001 Total Quality Management (TQM), our commitment to service excellence and quality management practices.

2010

Entered the Malaysia Book of Records as the first ISO9001 certified Intellectual Property Service Company in Malaysia, highlighting our pioneering status and dedication to quality standards.

2010

Awarded Enterprise 50 by SME Corporation Malaysia (SMECORP), recognizing our growth, innovation, and leadership in the industry.

2011

Honoured again with the Enterprise 50 award by SMECORP, affirming our continued excellence and contribution to the Malaysian economy.

2012

For the third consecutive year, received the Enterprise 50 award by SMECORP, solidifying our position as a leading and innovative IP service provider in Malaysia.

08 GLOBAL PRESENCE



TRADEMARK2U's participation in international trade exhibitions underscores its commitment to expanding its global presence and engaging directly with a global audience. By showcasing their comprehensive suite of Intellectual Property (IP) services at these events, TRADEMARK2U aims to connect with potential clients, partners, and industry leaders from various regions.

**Kuala Lumpur, Malaysia**

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