



## Prof. Lawrence Yip Jiun Hann

Age: 46

Chief Executive Officer

Email: [yip@trademark2u.org](mailto:yip@trademark2u.org)

### **Profile Summary**

Lawrence Yip, a distinguished legal professional and visionary leader, has made significant contributions to the Intellectual Property (IP) landscape in Malaysia and internationally.

Holding a Bachelor of Laws from Bond University, he is a Registered Trademark, Industrial Design, Patent Agent, and Advocate & Solicitor (non-practising).

Lawrence was admitted to the Malaysian Bar in 2001 and quickly leveraged the burgeoning IP sector to found TRADEMARK2U SDN BHD in 2005.

Under his leadership, TRADEMARK2U has emerged as a leading IP service provider with a strong presence in Malaysia, Thailand, Indonesia, and China.

Lawrence Yip has been appointed as an Adjunct Professor at Lincoln University College in Malaysia, effective May 1, 2024.

### **Professional Experience**

#### **TRADEMARK2U SDN BHD**

*Chief Executive Officer, 2005 – Present*

- Established a specialized IP service company, recognizing the sector's untapped potential.

- Successfully expanded the company's operations to Thailand, Indonesia, and China, making TRADEMARK2U a globally recognized name in IP services.
- Managed over 5,000 clients and more than 10,000 IP applications, demonstrating exceptional leadership and strategic planning skills.

### **TRADEMARK2U (THAILAND) CO., LTD**

*Managing Director, 2011 – Present*

- Initiated TRADEMARK2U's expansion into Thailand by setting up comprehensive IP registration and consultation services in Bangkok.
- Managed a growing clientele of over 700 businesses, ensuring high-quality IP support and services.

### **PT KARYA PATEN INDONESIA**

*Managing Director, 2012 – Present*

- Established TRADEMARK2U's presence in Indonesia, catering to the IP needs of over 800 clients.
- Developed strategies for effective IP management and protection within the Indonesian market.

### **TRADEMARK2U CHINA CO., LTD**

*Managing Director, 2015 – Present*

- Led the establishment of TRADEMARK2U in China as the first wholly foreign-owned enterprise (WFOE) authorized to act as a Trademark Agency.
- Managed over 1,000 IP applications and litigation matters, reinforcing TRADEMARK2U's commitment to providing exceptional IP services.

### **YIP JIUN HANN & ASSOCIATES**

*Sole Proprietor, 2002 – 2004*

- Founded a law firm with a focus on IP practices, laying the groundwork for a significant career in IP law and services.

## Academic Qualification

- **Bachelor of Laws (LL.B.)**, Bond University, Australia, 2000

## Certifications

- Registered Trademark Agent ( 3942 )
- Registered Industrial Design Agent ( ERP/2002/0123)
- Registered Patent Agent ( PA/2004/0128)
- Registered Plant Variety Agent
- Registered Geographical Indications Agent (0028/GI)
- Advocate & Solicitor (non-practising), admitted to the Malaysian Bar in 2001
- Trademark Representative registered with the China National IP Administration

## Skills & Expertise

- Intellectual Property Law
- Strategic Planning & Leadership
- International Business Expansion
- Client Relationship Management
- IP Registration & Litigation
- Pistol-arm shooting (skill)

---

## Languages

- English
- Bahasa Malaysia
- Mandarin
- Cantonese

## Industry Engagement

- **Patent Agent Panel** for UM, UKM, UIA, UTM, UTHM, USM, UMS  
Engaged as a Patent Agent panelist for several top Malaysian universities, providing expert IP advice and services.
- **Appointed Commercialisation Consultant** for University of Malaya  
Selected as a commercialisation consultant, offering strategic guidance on the commercialisation of university research outputs.
- **Appointed Foreign IP Consultant** for Shunde IP Protection Centre, Shunde, Guangzhou, China  
Designated as a foreign IP consultant, providing expertise on IP protection strategies and fostering international IP collaborations, especially in ASEAN region.
- **Appointed ASEAN IP Consultant** for China Customs Brokers Association (CCBA)  
Serves as a visiting IP consultant for the CCBA, a state-level national industry association with over 1,000 members in the trade service sectors, founded in 2002.

## Achievements

- **Enterprise 50 Awards**, 2010, 2011 & 2012  
Recognized for outstanding business achievements and contributions to the economy.
- **The Malaysian Book of Records**, 2005  
Awarded for being the first ISO9001 certified IP company in Malaysia.
- **Golden Bull Award**, 2008  
Acknowledged for excellence in business practices and performance.

## Associations & NGOs

- **Chairman, MCA Gombak Division**, since 2018  
Leading the MCA Gombak Division, focusing on community and developmental projects.
- **Chairman, MCA Youth Gombak Division**, 2005 - 2018  
Spearheaded youth initiatives and programs, fostering leadership and community engagement.
- **Chairman, Persatuan Usahawan Tiong Hua Malaysia**, since 2018  
Advocates for the interests of Chinese entrepreneurs in Malaysia, promoting business growth and sustainability.
- **Life Member, The Chinese Chamber of Commerce & Industries**, since 2008  
Contributing to the development and support of Chinese businesses within Malaysia.

- **Life Member, The Malaysian China Chamber of Commerce**, since 2008  
Facilitates business collaborations and opportunities between Malaysia and China.