

PROFILE

trademark2u.com/academy/

TURNING KNOWLEDGE INTO WEALTH

In today's knowledge-driven economy, intellectual property (IP) has become a critical component of business strategy and competitive advantage. Whether you are an entrepreneur looking to safeguard your brand or a legal professional seeking to deepen your expertise, understanding the intricacies of IP is essential.

TRADEMARK2U Academy offers a comprehensive range of specialized training programs designed to meet the evolving needs of the IP community.

From IP registration and enforcement to IP commercialization and global strategy, our courses are tailored to provide practical insights and actionable knowledge.

Join us and become part of a growing network of IP-savvy professionals who are driving innovation and business growth.





About Us

TRADEMARK2U Academy is your trusted partner in intellectual property education and training. Certified by the Human Resources Development Corporation (HRDC), serial no:200401032402 , our mission is to elevate the understanding and application of IP laws and best practices across diverse industries.

Our extensive experience in legal practice and service provision has sharpened our focus on offering intellectual property training services tailored to organizations' unique needs.

We offer comprehensive training programs designed for business owners, legal professionals, and innovators who seek to protect and leverage their intellectual assets.

Through expert-led training, practical courses, and a hands-on learning approach, we help individuals and organizations unlock the full potential of their IP portfolios, navigate complex IP landscapes with confidence, and create value and growth for their organizations.

TRADEMARK2U Academy is operating under **TRADEMARK2U SDN BHD** (670910-M)



OUR TRAINING RESOURCES

At **TRADEMARK2U Academy**, our trainers and consultants are seasoned industry leaders and IP practitioners with extensive experience in trademark, patent, copyright, and industrial design in research and innovation. Our team includes academics, IP experts, legal consultants, experienced accountants and financial experts and business strategists who have worked with multinational corporations, startups, and research institutions across Asia.

Each trainer brings a wealth of knowledge, practical experience, and real-world case studies to the classroom, ensuring our participants gain not only theoretical understanding but also practical skills applicable in their professional growth.

Learn from the best and build your IP expertise with guidance from industry pioneers.

Our CEO



Adj. Prof. LAWRENCE YIP

Chief Executive Officer
Adjunct Professor (Lincoln U.C.)
Accredited HRDcorp's Trainer
Email: yip@trademark2u.org

PROFESSIONAL BACKGROUND

Lawrence Yip is a seasoned legal professional, entrepreneur, and thought leader in the field of Intellectual Property (IP). After being admitted to the Malaysian Bar in 2001, he swiftly identified the rising significance of IP in the global economy and established his own legal practice with a dedicated focus on IP rights.

In 2005, he founded **TRADEMARK2U SDN BHD**, which has grown into one of Malaysia's foremost IP service providers under his strategic leadership. His vision has transformed the company into a regional powerhouse with a strong international footprint in **Thailand, Indonesia, Hong Kong, and China**. **TRADEMARK2U** is recognized for delivering end-to-end IP solutions, from registration and protection to commercialization and cross-border advisory services.

With over two decades of experience, **Lawrence Yip** has been instrumental in shaping Malaysia's IP landscape, driving innovation, and championing the importance of intangible assets as a core element of business value. Beyond his corporate achievements, he is a passionate educator and capacity builder in the IP domain.

In recognition of his contributions, he was appointed as **Adjunct Professor** at Malaysia's Lincoln University College, effective 1 May 2024, where he plays a vital role in mentoring and equipping the next generation of IP professionals. His work bridges legal expertise, policy insight, and commercial application—making him a trusted name in both legal and entrepreneurial circles.

QUALIFICATIONS

Bachelor of Laws (LL.B.), Bond University
Registered Trademark Agent
Registered Industrial Design Agent
Registered Patent Agent
Registered Plant Variety Protection (PVP) Agent
Registered Geographical Indications Agent
Accredited HRD Corp Certified Trainer (ID: 37471)
Advocate & Solicitor, High Court of Malaya (Non-Practising)

AWARDS & RECOGNITION

Golden Bull Award, 2008
Enterprise 50 Award, 2010–2012
Malaysia Book of Records, 2005

WIPO & IP CERTIFICATION COURSES

WIPO–IPOS Executive Program in Intangible Asset Management, 2025
WIPO–China (Renmin University) Summer School on Intellectual Property, 2024
WIPO–Harvard Law School Course in Patent Law and Global Public Health (PatentX), 2024
WIPO Interactive Online Workshop on AI and Intellectual Property, 2024

AREAS OF PRACTICE & EXPERTISE

Intellectual Property Rights (IPR)
Trademark, Industrial Design, Patent & GI Regulation
IP Strategy, Enforcement, and Commercialization
IP Training and Capacity Building
Cross-border IP Advisory and Expansion
Intangible Asset Management and Valuation

OUR COURSES

Intellectual Property Courses



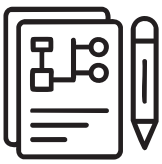
Trademark Laws & Procedures:

Learn the processes, legalities, and best practices involved in trademark registration, maintenance, and enforcement. This course helps you secure and safeguard your brand identity in a crowded marketplace.



Industrial Design Laws & Procedures:

Explore the intricacies of industrial design rights, focusing on registration procedures, design compliance, and strategies for protecting the unique appearance and functionality of your products.



Patent Drafting and Procedures:

Hands-on training for inventors, R&D professionals, and technical experts on drafting, filing, and prosecuting patents. Participants gain practical experience to ensure robust protection for their inventions.



Copyright Law and Compliance:

Understand the fundamentals of copyright protection, covering registration, enforcement, and infringement management. This course is ideal for those seeking to safeguard artistic, literary, and digital works.



IP Law for IP Practitioners:

Designed for legal professionals, this course delves into current IP laws, regulations, and case studies, providing insights into effectively representing clients in IP-related matters.



Customized Corporate IP Workshops:

Tailored training sessions that address specific corporate needs, such as IP compliance, portfolio management, and industry-specific IP strategies. These workshops foster innovation and compliance within organizations.

OUR COURSES

Business-Related Courses



IP Commercialization and Licensing:

Learn the art of transforming IP assets into profitable ventures. This course covers licensing agreements, technology transfers, and negotiation strategies, helping you unlock new revenue streams from your IP.



Entrepreneurship and Start-Up Development:

Tailored for aspiring entrepreneurs, this course provides insights into launching and scaling a business, from idea validation to market entry, funding strategies, and effective IP management for start-ups.



Corporate Compliance and Governance:

Understand the essentials of corporate compliance, risk management, and governance. This course is ideal for business owners and executives looking to establish strong internal controls and ethical business practices.



IP Portfolio Management and Strategy:

Focused on creating, managing, and optimizing IP portfolios, this course enables IP managers and business leaders to make data-driven decisions on IP investments, mergers, and acquisitions.

TRADEMARK2U ACADEMY

SUOS CULTORES SCIENTIA CORONAT

REGISTERED HRD CORP TRAINING PROVIDER

Why Choose TRADEMARK2U Academy?



Expert-Led Training

Our courses are delivered by seasoned IP professionals and industry experts with years of practical experience in both legal and business domains.



Comprehensive Course Materials

Participants receive a wealth of resources, from practical exercises and case studies to up-to-date legislative frameworks and business insights.



Flexible Learning Options

Our training programs are available in various formats—online, in-person, or hybrid—making it easy to accommodate busy professionals and diverse learning preferences.



Recognition and Certification

Upon completion, participants receive certifications that validate their expertise and commitment to ongoing development in IP and business fields.

Invest in Your Future with TRADEMARK2U Academy

By choosing **TRADEMARK2U Academy**, you are not only gaining IP knowledge but also developing critical business skills.

Our programs are crafted to ensure you acquire actionable insights that can be immediately applied to advance your professional journey or business endeavors.

Whether you're looking to strengthen your understanding of IP laws, explore strategies for IP commercialization, or refine your business strategies, our comprehensive training will equip you with the expertise to make informed decisions, protect your creations, and drive sustainable business success.

Ready to elevate your IP and business knowledge?

Explore our course offerings today and join a community of forward-thinking professionals dedicated to mastering the art and science of intellectual property and business excellence.



KNOWLEDGE CROWNS
THOSE WHO SEEK HER.

Contact Us :

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