

**SUSANNA H. S. LEONG**

**Professor**

Department of Strategy & Policy  
NUS Business School  
National University of Singapore  
Tel: (65) 6516 7952  
E-mail: bizsl@nus.edu.sg

**I. EDUCATION**

**Graduate**

1994 University College London, University of London, LL.M. (with Merit) in the subject group: Commercial and Corporate Law

**Undergraduate**

1989 National University of Singapore, LL.B. (Second-Class Upper Division)

**II. PROFESSIONAL QUALIFICATIONS**

1989 Advocate & Solicitor of the Supreme Court of Singapore

**III. EMPLOYMENT RECORD**

Professor	1 January 2016
Associate Professor	1 January 2006
Assistant Professor	1 August 1998
Lecturer	1 November 1994
Senior Tutor	15 July 1991
Legal Assistant, G K Seah & Co	1990-1991
Legal Assistant, David Ong & Lim	1989-1990

**IV. SHORT-TERM APPOINTMENTS**

Visiting Scholar, Centre for Intellectual Property and Information Law, Cambridge University, Oct & Nov 2007

Visiting Scholar, Chicago-Kent College of Law, Illinois Institute of Technology, Aug & Sept 2007

**V. TEACHING EXPERIENCE**

**a) Undergraduate**

2003- Present	Course Co-ordinator, Intellectual Property in Cyberspace, General Education Modules.
2002- Present	Course Co-ordinator, Management of Intellectual Property, University Scholars Program, Honours Years.
2000- 2001	Tutor, Legal Environment of Business, BBA, First Year.
1995-1999	Tutor, Business Law, BBA, First Year.
1995	Course Co-ordinator, (Joint Teaching), Corporate Law & Finance, BBA Third Year Elective.
1994-1995	Course Co-ordinator (Joint Teaching), Business Law, BBA, First Year.
1991-1993	Tutor, Business Law, BBA, First Year.
1991-1993	Tutor, Business & Society, BBA First Year.

#### **b) Postgraduate**

2009 - Present	Course Co-ordinator, International Business and Law, APEX-MBA (English).
2002-2003	Course Co-ordinator, International Business Law, MBA.
2001	Course Co-ordinator, Legal Aspects of Technology Business, MSc. E-Business.
1998- 2001	Course Co-ordinator, Legal Aspects of Technology Business, MOT.
1997-1999	Course Co-ordinator, Legal Issues in Business, MBA
1995-Present	Course Co-ordinator, International Business and Law, APEX-MBA ( <i>language of instruction: Mandarin</i> )
1994-1999	Course Co-ordinator, Legal Environment of Business, MBA ( <i>language of instruction: Mandarin</i> )

#### **c) Academic Exercise Supervision**

1. Co-Supervisor, Eugene Sim WeiSheng, *Strategic Management of Intellectual Property by Firms*, Ongoing Supervision 2005/06.
2. Co-Supervisor, See Tho Mun Yee, *A Study of the Attitudes of Faculty Members From the 3 Singapore Universities Towards Copyright*, Completed in 2003.

#### **d) Teaching Commendations**

##### **Teaching Awards**

2016	<b>NUS Business School, APEX-C EMBA Programme, Teaching Excellence Award 2016</b>
------	---

2014	<b>NUS Business School, APEX-C EMBA Programme, Teaching Excellence Award 2014</b>
2013	<b>NUS Business School, APEX-C EMBA Programme, Teaching Excellence Award 2013</b>
2011	<b>NUS Business School, APEX-C EMBA Programme, Teaching Excellence Award 2011</b>
2006	<b>NUS Business School, Outstanding Educator Awards 2006-2007</b>

### **Teaching Commendations**

2000	Commendations For Teaching Excellence – Evaluated and Ranked as <b>an excellent teacher</b> in the Department of Business Policy for Semester 1 of academic year 1999/2000.
1998	Commendations For Teaching Excellence – Evaluated and Ranked as <b>the second best tutor</b> for the first level modules for Term I of the 1997/98 academic year.
1995	Commendations For Teaching Excellence – Evaluated and Ranked as <b>the third best lecturer</b> for the first level modules for Term II of the 1994/95 academic year.

### **e) Executive Teaching**

2012 – Present	China Construction Bank, Law of Banker and Customer
2009 – Present	高校管理课程(University Management Program), 高校学生管理
2009 – Present	Mitsui & Co Programme, Business Law & Ethics
1 <sup>st</sup> Dec to 2 <sup>nd</sup> Dec 2008	Co-Programme Director, Guangzhou Mid-Court Training Programme
11 <sup>th</sup> June to 14 <sup>th</sup> June 2007	Co-Programme Director, Guangzhou Judiciary Training Programme
21 <sup>st</sup> March to 24 <sup>th</sup> March 2005	Co-Programme Director, GuangZhou PanYu Legal System & Judiciary of Singapore
28 <sup>th</sup> February to 3 <sup>rd</sup> March 2005	Co-Programme Director, GuangZhou PanYu Legal System & Judiciary of Singapore
22 <sup>nd</sup> –31 <sup>st</sup> October 2001	Programme Director, Singapore – WIPO Joint Training Course for Asia and the Pacific on Managing Intellectual Property of Universities and Public Research and Development Institutes to Facilitate

16 <sup>th</sup> –27 <sup>th</sup> April 2001	Technology Commercialisation and Transfer. Ministry of Foreign Affairs, Capacity Building on Technology Transfer and Innovation for Developing Asia – Intellectual Property Issues in Technology Transfer.
27 November – 6 December 2000	Programme Director, Singapore – World Intellectual Property Organisation (“WIPO”) and Ministry of Foreign Affairs Joint Training Programme: Demystifying Intellectual Property Through Education, Communication and Public Outreach.
1996	Director, Business Law for Managers Programme.
1995-1999	Business Law for Managers Programme.

## VI. ADMINISTRATIVE EXPERIENCE

July 2011- Present	<b>Vice Dean, Graduate Studies Office</b>
January 2010- Present	<b>Member, Joint Academic Committee</b> , Master of Public Administration & Management Programme
January 2008 – Dec 2009	<b>Vice Dean, Graduate Studies Office</b>
July 2006- Dec 2008	<b>Academic Director</b> , NUS-PKU International Masters of Business Administration Programme
Oct 1, 2002 - June 30, 2004	<b>Academic Director</b> , NUS-PKU International Masters of Business Administration Programme
Jan 1, 2004 - May 1, 2004	<b>Academic Co-Director</b> , APEX Executive Masters of Business Administration Programme Conducted in Chinese
2002-2003	Department Recruitment Committee
2001- Present	The Promotion of Standard English Committee
1998-1999	Mentor Scheme Co-ordinator
1998-1999	Level I Co-ordinator, BBA Programme
1997-1999	Department Welfare Committee
1997-1998	MBA (English) Admission Committee
1997-1998	MBA (Chinese) Admission Committee

## VII. RESEARCH AND PROFESSIONAL SCHOLARLY ACTIVITIES

### a) Areas of Special Interest and Accomplishment

- Intellectual Property Laws
- Cyberspace Laws with particular reference to Intellectual Property Laws
- Tort Laws

## **b) Research Grants Received since date of First Appointment**

- 2009                      Research Program in Innovation Strategy and Entrepreneurship (RISE) – Member. Proposed Research Question: Music Copyrights and the New Institutional Economics (‘NIE’)
- 1995-1997                Intellectual property rights and recent legal developments: a comparative study of Singapore, Malaysia, the Philippines, Thailand, Indonesia, China and Japan

## **c) Affiliation with National Research Bodies**

- 2003- Present             Senior Fellow, **Intellectual Property Academy of Singapore**

## **d) Affiliation with Quasi-Judicial Bodies**

- 2012                      Member, **Singapore Copyright Tribunal**

## **VIII. MEMBERSHIPS IN PROFESSIONAL BODIES**

- 1992 - Present            Member, **The Association International Pour La Protection De La Propriete Industrielle (AIPPI) Singapore.**
- 1991- Present            Member, **Singapore Academy of Law.**

## **IX. INTERNATIONAL COMMUNITY SERVICE**

- 2012 – Present            Member, **The WIPO Arbitration and Mediation Center’s Legal Rights Objection Procedure Panel.** (*Members of this panel preside over an administrative procedure for the resolution of new generic Top Level Domains (gTLDs) pursuant to the Internet Corporation for Assigned Names and Numbers (ICANN) Legal Rights Objection procedure.*)
- 2008 – Present            Vice-President, **The Association International Pour La Protection De La Propriete Industrielle (AIPPI) Singapore**
- 2001-2003                Executive committee member, **The Association International Pour La Protection De La Propriete Industrielle (AIPPI) Singapore.**
- 2001- Present            Member of the **Regional Centre for Arbitration, Kuala Lumpur (RCAKL) Panel.** (*Members of this panel preside over an administrative procedure for the resolution of domain disputes under the Malaysian Network Information Centre, Domain Name Dispute Resolution Policy and Rules.*)

2000 - Present      Member, **The WIPO Arbitration and Mediation Center’s Domain Name Panel.** (*Members of this panel preside over an administrative procedure for the resolution of domain name disputes pursuant to the Internet Corporation for Assigned Names and Numbers (ICANN) Uniform Dispute Resolution Policy.*)

## **X.      CONSULTANCY EXPERIENCE**

**National Computer Systems Pte Ltd (Singapore) May – July 2001**

*(Engaged by National Computer Systems Pte Ltd as an external consultant for the “NCS Intellectual Property Study” project. The objective of the project is to harness the wealth of intellectual resources within the company through best practices in the identification, exploitation and protection of intellectual properties. The role of the consultant is to provide the legal expertise and an independent third party opinion on the introduction of best practices in intellectual property protection measures.)*

## **XI.    LOCAL COMMUNITY SERVICE**

2006- 2008      Member, CHIJ Board of Management

2002-2004      Secretary, St. Nicholas Girls’ School Alumnae Association.

2000-2001      First Assistant Secretary, St. Nicholas Girls’ School Alumnae Association.

## **THE NATIONAL UNIVERSITY OF SINGAPORE**

### **PUBLICATIONS RECORD**

Date of Last Revision: July 25, 2016

#### **I.      Accepted for publication**

##### **A.    Chapter in Book**

1. **Leong S H S**, “European Union-Singapore Free Trade Agreement: A New Chapter for Geographical Indications in Singapore”, *Geographical Indications*, Cambridge University Press, Forthcoming 2016

##### **B.    Book Review**

1. **Leong S H S**, *Diversity in Intellectual Property: Identities, Interests and Intersections* BY IRENE CALBOLI AND SRIVIDHYA RAGAVAN, eds. [New York:

Cambridge University Press, 2015. xxii + 538 pp.], *Singapore Journal of Legal Studies*, *Forthcoming 2016/17*

## II. Published Books

1. **Leong S H S**, *Intellectual Property Law of Singapore*, Law Practice Series, Academy Publishing, 2013, pp 1237.

## III. Published Journal Papers in Chronological Order:

### A. Intellectual Property Laws

- 1 **Leong S H S** and Chen Yuan Yuan, “The Right of Communication in Singapore”, *Singapore Academy of Law Journal*, (2010) 22 SAclJ 602-631.
- 2 **Leong S H S**, “Pre-Action Discovery against a Network Service Provider and Unmasking the John Does of Alleged Online Copyright Infringements in Singapore”, *European Intellectual Property Review*, Vol. 31 Issue 4 2009 185-194, (United Kingdom)
- 3 Saw, CL & **Leong S H S**, “Defining Criminal Liability for Primary Copyright Infringement – The Singapore Experience”, *Journal of Business Law*, [2008] J.B.L. Issue 4, p. 304-315. (United Kingdom)
- 4 Saw, CL & **Leong S H S**, “Criminalizing Primary Copyright Infringement in Singapore – Who are the real online culprits?”, *European Intellectual Property Review*, Vol. 29 Issue 3 March 2007 108 -114. (United Kingdom)
- 5 **Leong, S H S** & Saw, C L, “Copyright Infringement in a Borderless World – Does Territoriality Matter? *Society of Composers, Authors and Music Publishers of Canada v Canadian Association of Internet Providers [2004] 2 SCR 427*”, *International Journal of Law and Information Technology*, doi:10.1093/ijlit/eai030 © Oxford University Press 2006. (United Kingdom)
- 6 Llewelyn, D & **Leong, S H S**, “Trade Mark Dilution in Singapore: *the Aftermath of McDonald’s vs. MacTea*”, *Australian Intellectual Property Journal*, Volume 16, August 2005, No. 3, 138-151. (Australia)
- 7 **Leong, S H S**, “Conditions for Registration and Scope of Protection of Non-Conventional Trade Marks in Singapore”, [2004] 16 *Singapore Academy of Law Journal* Part II, 423-446.
- 8 **Leong, S H S**, “Protection of Industrial Designs as Intellectual Property Rights: New Laws in Singapore”, [2003] *Journal of Business Law*, May Issue, 239 (United Kingdom).
- 9 **Leong, S H S**, “Legal Protection of Factual Compilations and Databases –Rethinking the Copyright Protection Model in Singapore”, *The Journal of World Intellectual Property* (Geneva, Switzerland), November Issue, 2002.

- 10 **Leong, S H S**, “Performance Rights in Singapore”, *International Review of Industrial Property and Copyright Law* (Max-Planck-Institute for Foreign and International Patent, Copyright, and Competition Law, Germany), 2002.
- 11 Ter, K L & **Leong, S H S**, “Contractual Protection of Business Confidence”, [2002] *Journal of Business Law* (United Kingdom).
- 12 **Leong, S H S**, “Copyright Protection in Cyberspace: Recent Amendments to the Copyright Act 1987 in Singapore”, *Computer Law & Security Report* Vol. 16 no. 3 2000: 180-185. (United Kingdom)
- 13 **Leong, S H S**, “Protection of Confidential Information Acquired from a Former Client: Are Chinese Walls Adequate?”, *Singapore Academy of Law Journal*, 2, 11 (September 1999): 444 – 454.
- 14 **Leong, S H S**, “Salient features of the Patents Act 1994 of Singapore”, *International Review of Industrial Property and Copyright Law*, 27 (1996): 26-40. (Max-Planck-Institute for Foreign and International Patent, Copyright, and Competition Law, Germany).

#### **B. Tort Law & Others**

1. **Leong, S H S** and Lan, L L, “Liability for pure psychiatric injuries – ‘thus far and no further?’ White and Others v Chief Constable of South Yorkshire and Others”, *Singapore Journal of Legal Studies* (July 1999): 265-277. (Singapore).
2. Lan, L L and **Leong, S H S**, “Nervous shock, rescuers and employees - primary or secondary victims?”, *Singapore Journal of Legal Studies* (July 1998): 121-139. (Singapore).
3. Ter, K L and **Leong, S H S**, “Advance medical directives in Singapore”, *Medical Law Review*, 5 (Spring 1997): 63-101. (United Kingdom).
4. **Leong, S H S** and Ter, K L “Negligence liability to primary victims of psychiatric injury”, *Singapore Academy of Law Journal*, 8, S.Ac.L.J. (1996): 213-227. (Singapore).
5. Ter, K L and **Leong, S H S**, “Nervous shock - Defining the scope of liability”, *The Malayan Law Journal* (2 October 1992): cxiii-cxxviii. (Singapore).

#### **C. Marketing, Advertising and Privacy Issues**

- 1 Petty R, **Leong S H S**, May O Lwin, “Slogans: US and EU Legal Protection for Slogans that Identify and Promote the Brand”, *International Journal of Advertising*, 2010, United States of America.
- 2 Stanaland, A.J., May Oo Lwin and **Leong, S H S** (2009), *Improving Parental Awareness of Online Privacy: Approaches in the United States and the United*



*Kingdom, Journal of Consumer Affairs*, 43 (3) fall 2009, 474-494. (United States of America)

- 3 **Leong, S H S** & May O. Lwin, "Seeking Exclusivity over a Brand Naming System? The McDonald's Experience", 2006, *Journal of Academy of Marketing Sciences*, Marketing and The Law, Volume 34, No.1, 84-88. (United States of America)

#### **IV. Research Impact**

##### **Citation by Singapore Courts**

1. Journal paper entitled "The Right of Communication in Singapore", **Singapore Academy of Law Journal**, (2010) 22 SAclJ 602-631 co-authored with Chen Yuan Yuan was cited by **Singapore Court of Appeal in RecordTV Pte Ltd v MediaCorp TV Pte Ltd** [2011] 1 SLR 830, at [34].
2. Susanna H S Leong, "**Intellectual Property Law of Singapore**", paras 28.354-28.358 and paras 28.374-28.385 were cited by **Singapore Court of Appeal in Hai Tong Co (Pte) Ltd v Ventree Singapore Pte Ltd** [2013] SGCA 26 at [22] and [83] respectively.
3. Susanna H S Leong, "**Intellectual Property Law of Singapore**", paras 21.010; 21.062; 21.004 were cited by **Singapore High Court in Energenics Pte Ltd v Musse Singapore Pte Ltd and another suit** [2013] SGHCR 21 at [24] and [35] respectively.
4. Susanna H S Leong, "**Intellectual Property Law of Singapore**", paras 35.019; 35.020; 35.025; 35.051; 35.024; 35.015; 28.267 were cited by the Principal Assistant Registrar of Trade Marks **In The Matter of a Trade Mark Application by Alphasonics (Pte) Ltd and Opposition thereto by Alphasonics (Ultrasonic Cleaning Systems) Ltd** [2013] SGIPOS 6 at [63], [64], [75], [78] and [97] respectively.
5. Susanna H S Leong, "**Intellectual Property Law of Singapore**", paras 08.163;08.164; 08.164 were cited by **Singapore High Court in Total English Learning Global Pte Ltd v Kids Counsel Pte Ltd** [2013] SGHCR at [24] and [30] respectively.
6. Susanna HS Leong, "**Intellectual Property Law of Singapore**" (Academy Publishing, 2013) at Part VI was cited by Singapore High Court in **Invenpro (M) Sdn Bhd v JCS Automation Pte Ltd and another** [2014] SGHC 38 at [129].

#### **V. Chapters in Books:**

- 1 **Leong S H S**, “Trade Marks Transactions in ASEAN: convergences and divergences in emerging markets”, *The Law and Practice of Trade Mark Transactions*, edited by Irene Calboli & Jacques de Werra, Elgar Intellectual Property Law and Practice, 2016
- 2 **Leong S H S**, “Patentable 'Invention', Differences and Harmonisation”, *SAGE Handbook of Intellectual Property*, 2014.
- 3 **Leong S H S**, Singapore, *The AIPPI Guide to Employees’ Intellectual Property Rights*, 2015.
- 4 **Leong S H S**, Chapter on “Teaching intellectual property in a business school” in *Teaching of Intellectual Property – Principles and Methods* Edited by Yo Takagi, Larry Allman and Mpazi A Sinjela, published by World Intellectual Property Organization and Cambridge University Press, 2008.
- 5 Saw, CL and **Leong S H S**, “Criminalizing primary copyright infringement in Singapore: who are the real online culprits” in *Copyright Law, Digital Content and the Internet in the Asia-Pacific*, edited by Brian Fitzgerald, Fuping Gao, Damien O’Brien and Samsung Xiaoxiang Shi, published by Sydney University Press, 2007.
- 6 **Chow K B, Leo K M, Leong S H S**, Chapter on Harnessing Minor Innovation: National Studies – Singapore, in *Innovation with Patents – Harnessing the Creative Spirit in a Diverse World*, Edited by Suthersanen U, Dutfield G and Chow K B, published by Edward Elgar Publishing, United Kingdom.
- 7 **Chow K B, Leo K M, Leong S H S and Hsiao J**, Chapter on Harnessing Minor Innovation: National Studies – China and Taiwan, in *Innovation with Patents – Harnessing the Creative Spirit in a Diverse World*, Edited by Suthersanen U, Dutfield G and Chow K B, published by Edward Elgar Publishing, United Kingdom.
- 8 Aw, T C, T Graeff, F H Lee, L Low, K C Lee, **Leong, S H S**, K H Lian, C K Low, B J Ooi, A Ong, W L Tan and K C Tsui, *Regulatory Controls, Laws and Practices Affecting Financial Planning*. In “A Singapore Guide to Personal Financial Planning, edited by A Ong, p 1-398. Singapore: Financial Perspectives; RMIT University (co-publisher), 1999.

## **VI. International Conferences:**

- 1 **Leong, S H S**, *Threats to Intellectual Property - Plain Packaging, Adwords and What Not? – An Overview*, Global Forum on Intellectual Property 2011, Singapore, 7-8 January 2011.
- 2 **Leong, S H S**, *TMs, Parodies, Freedom of Speech and Unfair Competition – A Singapore Perspective*, Global Forum on Intellectual Property 2009, Singapore, 8-9 January 2009.

- 3 Stanaland A, May O. Lwin, **Leong S H S**, *A US - EU Comparative Content Analysis of Children-Targeted Websites' Adherence to Data Protection Laws, Marketing and Public Policy Conference*, Philadelphia, USA, 29 May – 1 June 2008.
- 4 **Leong, S H S**, *Seeking Legal Exclusivity in a Brand Naming System through Trade Marks: an Update of McDonald's Experiences in Asia*, **5<sup>th</sup> Annual Asian IP Law and Policy Day**, Fordham University School of Law, New York City, USA, March 26, 2008.
- 5 **Leong, S H S**, *Internationalized Domain Names (IDNs)*, **WIPO Panelists' Meeting 2007**, Geneva, September 15, 2007.
- 6 **Leong, S H S**, *Protection of Well Known Marks in Asia – Coherence/Convergence/Divergence?*, **The Gerald Dworkin Roundtable - A Discussion of Intellectual Property Law in the Europe, the United States and Asia, Coherence/Convergence/Divergence? The Royal College of Surgeons, 35-43 Lincoln's Inn Fields, London, UK**, November 23, 2007.
- 7 **Leong S H S**, Saw C L, “Trade Mark Registration and Bad Faith”, **Intellectual Property Scholars Conference held at College of Law, De Paul University**, Chicago, Illinois, USA, August 9, 2007 to August 10, 2007.
- 8 **Leong, S H S**, *From Misrepresentation to Misappropriation – Should Singapore Develop a New and General Unfair Competition Cause of Action?*, **4<sup>th</sup> Annual Asian IP Law and Policy Day, The Future of IP in Asia-Bridging the East West Divide?**, Fordham University School of Law, New York City, USA, April 11, 2007.
- 9 **Leong, S H S & Saw, C L**, *Copyright and the Internet: Regulatory Perspectives from Singapore*, **Shanghai International Forum on Digital Media and Intellectual Property**, April 27 & 28, 2006.
- 10 **Leong, S H S**, *Teaching Intellectual Property in a Business Faculty: Issues and Challenges*, **WIPO High Level National Seminar on Intellectual Property Education in China (organized by the World Intellectual Property Organization (WIPO) in cooperation with the State Intellectual Property Office (SIPO) of the People's Republic of China)**, Foshan City, Guangdong, China, November 21-23, 2005
- 11 **Leong, S H S & Saw, C L**, *Copyright Infringement in a Borderless World – Does Territoriality Matter?*, **Intellectual Property Scholars' Conference 2005**, New York City, Cardozo Law School, August 11-12, 2005.
- 12 **Leong, S H S**, *Trade Mark Dilution in Singapore*, Fordham University School of Law & IP Academy Singapore, Recent Developments in & Enforcement of Asian IP Law, Thirteenth Annual Conference on International Intellectual Property Law and Policy, New York City, March 30, 2005.

- 13 **Leong, S H S**, *Innovation Protection and Utility Model in Singapore: Case Studies of Selected Innovative Companies*, **Fordham University School of Law & IP Academy Singapore, Recent Developments in & Enforcement of Asian IP Law, Thirteenth Annual Conference on International Intellectual Property Law and Policy**, New York City, March 30, 2005.
- 14 **Leong, S H S**, Chiam, E and Quek, R, *Conditions of Registration and Scope of Protection of Non-Conventional Marks – A Singapore National Report*, **39<sup>th</sup> AIPPI Congress**, Geneva, Switzerland, June 19-23, 2004.
- 15 **Leong, S H S**, and Chow, J *The Protection of Well-Known Trade and Service Marks: Implications For Global Marketers*, 28 May to 1 June 2003, 2003 **American Marketing Association Marketing & Public Policy Conference**, Washington DC, USA.
- 16 **Leong, S H S**, and Jan C. de Visser, *Use of a Mark “As a Mark” as a Legal Requirement in Respect of Acquisition, Maintenance and Infringement of Rights – A Singapore Report*, **AIPPI, Executive Committee Meeting**, Lisbon, Portugal, 16- 22 June 2002.
- 17 **Leong, S H S**, *A Report of the Present Status in respect of teaching and training of Intellectual Property in Singapore*, **International Conference on Intellectual Property Education and Training**, organised by the **World Intellectual Property Organization (WIPO)** in cooperation with the **Department of Secondary and Higher education, Ministry of Human Resource Department, Government of India and the Indian Institute of Technology**, Delhi, New Delhi, July 11 to 13, 2001.
- 18 Quek, Regina and **Leong, S H S**, *Conflicts between Trademarks and Company Business Names – A Singapore Report*, **AIPPI EXCO Meeting and Congress**, Melbourne, 25<sup>th</sup> – 30<sup>th</sup> March 2001.
- 19 **Leong, S H S** and L L Lan, *International commercial dispute resolution - litigation, arbitration and mediation in Singapore*, **The East Asian Legal Forum 1999**, 18-19 March 1999, National Taiwan University, Taipei, Taiwan.
- 20 Lan, L L and **Leong, S H S** *Legal aspects of the proposed East Asian Economic Grouping. In Problems and Prospects in International Business: Perspective from Asia and the Pacific*, edited by Oliver H M Yau, William F Shepherd, pp. 31-35. Queensland: USQ Press, 21 June 1992. (Paper presented at **Academy of International Business Southeast Asia Regional Conference**, 21-24 June 1992, Hilton International Hotel, Brisbane, Queensland, Australia).

## **VII. Regional Conferences and Seminars:**

- 1 **Leong, S H S**, 知识产权与企业利益-品牌与商标的有效保护和管理, **SIM Mandarin Business Management Diploma Alumni Talk**, 22 April 2006, Singapore.

- 2 **Leong, S H S**, 新加坡专利法简介, **Intellectual Property Academy of Singapore Seminar Series**, 17 January 2004, Singapore.
- 3 **Leong, S H S**, *Copyright in Cyberspace*, **Online Intellectual Property Law Conference**, 28 September 2000, Marina Mandarin Hotel, Singapore.
- 4 **Leong, S H S**, *The New Developments in Trade Marks Law in Singapore*, **Inaugural AIPPI Symposium 2000: Capitalizing your IP Rights**, 13-14 July 2000, Grand Hyatt, Singapore.

### VIII. Invited Speaking Engagements

1. Invited speaker by the World Intellectual Property Organization (WIPO; the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea; and the Korea Copyright Commission (KCC) at **WIPO-MCST-KCC INTERREGIONAL WORKSHOP ON COPYRIGHT ENFORCEMENT**, September 14 to 18, 2015
2. Invited speaker by **Applied Research Centre for Intellectual Assets and the Law in Asia (ARCIALA)**, School of Law, Singapore Management University on a panel **“Roundtable on the Present and Future IP Research in Asia and Beyond”** at the Works-in-Progress Conference **“IP Scholars Asia”** on January 28, 2016
3. Invited speaker by **Applied Research Centre for Intellectual Assets and the Law in Asia (ARCIALA)**, School of Law, Singapore Management University on a panel **“Trade Mark Transactions”**, June 2, 2016
4. Invited speaker by the World Intellectual Property Organization and the Intellectual Property Office of Papua New Guinea at the **Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises**, held in Port Moresby, Nov 26 to 28, 2015 on trade marks, registered designs, licensing & franchising, trade secrets and intellectual property in the digital economy.
5. Invited speaker by the World Intellectual Property Organization and the Intellectual Property Office of Laos at the **Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises**, held in Laos, July 15 to 17, 2015 on topics on trade marks, registered designs, licensing & franchising, trade secrets and intellectual property in the digital economy.
6. Invited speaker at the **2012 INHA International Forum**, Global Trends and Tasks of Intellectual Property Rights, School of Law, INHA University, Oct 24, 2012, and I presented a paper, **“Who “makes” the copy and copyright infringement of “intermediaries”: a comparison of the Singapore Court of Appeal’s RecordTV decision and the Australian Federal Court’s Singtel Optus judgment”**.
7. Invited speaker by the World Intellectual Property Organization at the **WIPO-KIPO-KWIA International Workshop for Women Inventors and Entrepreneurs 2013, Seoul, May 5 to 8, 2013**, speaking on the topics on registered designs, trade marks and trade secrets.

8. **Invited by the IP Academy of Singapore** to speak at the Intellectual Property Protection and Enforcement Programme, 29 Nov – 2 Dec 2010, on **Protection of Trade Marks & Geographical Indications, Copyright Works & Designs, Patented Products & Processes and Confidential Information**, to 30 mid-level trade and customs officials, regulators and court officials from Asia-Middle East Dialogue member countries.
9. Invited by the **IP Academy of Singapore** to speak at the **Intellectual Property: Law, Policy and Operationalization for National Development Programme, 2- 6 August 2010**, on **Protection of Geographical Indications, Traditional Knowledge and Utility Models** to 20 senior government officials from Cambodia, Laos, Myanmar, Vietnam (CLMV) involved in policy and administrative matters.
10. Invited by the **Intellectual Property Office of Singapore** to speak at the **Policy Dialogue on Emerging Issues in the Field of Trademarks, 26-27 July 2010**, WIPO Office Singapore, and I presented a paper entitled “*Non-Traditional Trade Marks – Problems, Potential and Solutions*”. This event is organized by the Intellectual Property Office of Singapore together with World Intellectual Property Organization and it was attended by more than 30 mid-level/senior officials responsible for trademark policy formulation and implementation from the following Asia-Pacific countries: Bangladesh, China, Democratic People's Republic of Korea, India, Indonesia, Islamic Republic of Iran, Malaysia, Papua New Guinea, Pakistan, the Philippines, Republic of Korea, Sri Lanka, Thailand, Viet Nam and Singapore.
11. Invited by **Singapore Ministry of Law and World Trade Organization** to speak at the **Advanced WTO-Singapore Workshop on TRIPS Standards and Public Policy Options for countries in Asia and the Pacific, 25-29 January 2010**, Singapore and I presented a paper entitled “*Geographical Indications in Singapore*”. The event was jointly organized by the Government of Singapore and the WTO. The participants comprised of more than 25 senior IP officials involved in IP policy formulation and implementation from the South-East Asian countries.
12. Invited by **SIM Chinese Alumni Association and NUS Business School Chinese Alumni** to speak on the topic of *Intellectual Property Protection in Singapore* on 5 December 2009 at the SIM HQ. The seminar was conducted in Chinese and was attended by more than 300 members of the public.
13. Invited by **Intellectual Property Office of Singapore** to speak at the **Asia-Pacific Regional Forum on Copyright and Related Rights, 29-30 August 2009**, Singapore and I presented a paper entitled “*Challenges, Opportunities and Relevance in Using the Copyright System to Create Economic and Cultural Value – Perspectives from the Music Industry*”.
14. Invited by **AIPPI (Singapore)** to speak at AIPPI (Singapore) Seminar on 4 September 2009, Singapore and I presented a paper entitled “*The Right of Communication in Singapore – Implications for Content Providers and Users*”.
15. Invited by **World Intellectual Property Organization (WIPO)** at WIPO Sub-Regional Colloquium on Intellectual Property Education, Training and

Research, Organized by the World Intellectual Property Organization (WIPO) in cooperation with the National Office of Intellectual Property of Vietnam (NOIP), Government of Vietnam, and with the assistance of the Japan Patent Office (JPO), HCM, Vietnam, 23-25 January 2008 and I presented the following papers:

- a. Importance of IP Teaching, Training and Research in a Knowledge-based Economy,
  - b. Basics of Designing Programs in IP Teaching and Training for Different Target Groups,
  - c. Partnerships between Academic Institutions, the Private Sector and other Communities of Interests for IP Education, Training and Research,
16. Invited by the Intellectual Property Office of Singapore to speak on the topic “Cluster B on Norm Setting, Flexibilities, Public Policy and Public” at the Conference for the WIPO Developmental Agenda, 30 May – 1 June, 2007, Grand Park Royal Hotel. This conference is organized by the Singapore Ministry of Law and Intellectual Property of Office of Singapore. This conference was attended by more than 50 international delegates of the WIPO member countries.
17. Invited by World Intellectual Property Organization (WIPO) at the WIPO National Symposium on Intellectual Property Education, Training and Research organized by the World Intellectual Property Organization (WIPO) in cooperation with the Intellectual Property Corporation of Malaysia (MyIPO) in Kuala Lumpur, Malaysia on July 4 and 5, 2006 and I presented the following papers:
- a. Emerging Needs and Challenges Faced by Academic Institutions in the Teaching of IP and Carrying Out IP Research;
  - b. Current Trends and New Approaches for Intellectual Property Education, Training and Research.
  - c. Invited to speak as a member of the Copyright Panel comprising several distinguished intellectual property scholars at the recent Global Intellectual Property Law Conference from August 21 to 22, 2006 at Swissotel The Stamford, Singapore. The Conference featured more than 100 speakers from the Intellectual Property Teaching and Research Community all over the world. It was attended by more than 400 judges, scholars, practitioners and graduate students. The title of the Copyright Panel was ‘How is the Asia Pacific Region responding to the Changes in the Global Copyright Regime?’
18. Invited by the China Intellectual Property Training Center, Shanghai, a unit of State Intellectual Property Office of China (SIPO) to speak on IP laws in Singapore in October, 2006.

## **IX. Unpublished Reports:**

- 1995 Griffith, P & **Leong, S H S**, *A Report for a Needs Assessment Mission in the Field of Intellectual Property Education in the*

*Peoples' Republic of China*, prepared for the World Intellectual Property Organization, August 2005.

- 1996 *Would Singapore Benefit From A Utility Model Regime? An Empirical Study*, Commissioned for the Singapore Intellectual Property Academy, Edited by Uma Suthersanen (Project Director) & Graham Dutfield, With Contributions From Kit Boey Chow, Kah Mun Leo, **Leong, S H S**, Andrew Christie and Sarah Moritz, April 2005.
- 1997 National Computer Systems, Chief Technology Officer's Office, *NCS Intellectual Property Study Management Report*, July 2001.

**X. Book Reviews:**

- 1 Ownership, Control, and Balance of Power – A Review of Knowledge Power: Intellectual Property, Information, and Privacy by Renee Marlin-Bennet. (Boulder: Lynne Rienner Publishers, 2004.) 2005 International Studies Review, 2005.
- 2 China and the World Trade Organization – A Legal Perspective by Kong Qingjiang [World Scientific Publishing Co. Pte Ltd., 2002. ISBN 981-238-039-6. Hardback]. November 2003, Asia Pacific Journal of Management (Singapore).

**XI. Arbitration/Mediation Decisions Delivered for WIPO Arbitration and Mediation Centre (Not a complete list) :**

- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2005-0996, Skype Limited v. Xiaochu Li, (<hiskype.com> and <hiskype.net>) <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2005-0870, Casio Keisanki Kabushiki Kaisha dba Casio Computer Co., Ltd v. Taizhou Kaixuan Entertainment Co., Ltd., (<chinacasio.com>) <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2005-0749, Komatsu America Corp. v. Kamatsu, (<kamatsu.com>) <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2005-0633, Sony Kabushiki Kaisha a/t/a/ Sony Corporation vs. A Lista Brasil – Internet Solutions Ltda (<sonydigital.net>) <http://arbiter.wipo.int/domains/decisions/index-gtld.html>



- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0862, Rollei Fototechnic GmbH vs. Wen Wei Tan (<rollei-china.com>), January 21, 2005 <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2005-0057, Transtrands Handelsaktiebolag vs. Jack Terry (<expose.com>), March 21, 2005 <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0506, Degussa AG vs. Hangzhou Hi2000 Infotech Inc. (<caroat.com>), September 22, 2004 <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0398, International Data Group Inc. vs. Linjun (<pcworlddownload.com>, <pcworlddownload.net>). August 4, 2004. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0216, DAB Pumps SPA vs. Lin Wen Han (<dabpump.com>). July 12, 2004. *Arbitration decision rendered in Chinese.* <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0319, Gianfranco Ferre' S.p.A. vs. Lin Zan Song (<ferre.com>). July 12, 2004. *Arbitration decision rendered in Chinese.* <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0167, Imperial Chemical Industries PLC vs. GuoHua Tang (<duoleshi.com>). May 3, 2004. *Arbitration decision rendered in Chinese.* <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0216, DAB Pumps SPA vs. Lin Wen Han (<dabpump.com>). July 12, 2004. *Arbitration decision rendered in Chinese.* <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0319, Gianfranco Ferre' S.p.A. vs. Lin Zan Song (<ferre.com>). July 12, 2004. *Arbitration decision rendered in Chinese.* <http://arbiter.wipo.int/domains/decisions/index-gtld.html>

- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2004-0398, International Data Group Inc. vs. Linjun (<pcworlddownload.com>, <pcworlddownload.net>). August 4, 2004.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2003-0651, Sudzucker Aktiengesellschaft Mannheim/Ochsenfurt vs. He Yingtuan (<palatinose.com>). October 6, 2003.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2003-0558, Sime Darby Berhad vs Lee Yi (<simedarby.com>). September 10, 2003.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2003-0505, Match.com, LP vs Xiang Qian (<matchwww.com>). September 4, 2003. Arbitration decision rendered in Chinese. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D 2003-0392, Produits Berger vs. Wellmark Supplies (<elampeberger.com>). August 28, 2003.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2003-0460, Kabushiki Kaisha Toshiba D/B/A Toshiba Corporation vs. Cixi Jiasheng Electrical Appliance Co., Ltd (<hkdongzhi.com>). August 14, 2003. Arbitration decision rendered in Chinese. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2003-0408, Kabushiki Kaisha Toshiba D/B/A Toshiba Corporation vs. Liu Xindong (<dongzhi.net>) July 11, 2003. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, WIPO Case No. D2002-0611, LTD Commodities, Inc. v. Fashion ID Ltd., (<lakesidecollection.com>). September 9, 2002. Arbitration decision rendered in Chinese.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, Case No. D2002-0655, Koninklijke Philips Electronics N.V. v. Haixin Jiang, (<philipscis.com>). September 2, 2002.

Arbitration decision rendered in Chinese.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>

- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, Case No. D2002-0438, MindTree Consulting Pvt. Ltd. v. Rajesh Shrestha, (<mind-tree.com>). July 11, 2002.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, Case No. D 2001-1392, Amazon.com, Inc. v. A.R. Information & Publication Co. Ltd (<thaiamazon.com>). April 10, 2002. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, Case No. D2001-0943, The Procter & Gamble Co. v. Neuroweb Sdn Bhd (<mbassy.com>;<mbassy.net>). September 26, 2001. <http://arbiter.wipo.int/domains/decisions/index-gtld.html>
- Domain Name Dispute, Uniform Dispute Resolution Policy, WIPO Arbitration and Mediation Centre, Case No. D2001-1499, eNamix, Inc. v. Li Yen Chun, (<enamix.com>). March 27, 2001.  
<http://arbiter.wipo.int/domains/decisions/index-gtld.html>

## **XII. Others:**

- 1990     **Leong, S H S**, Panelist, Recent Developments in US Trademark Law with EU Comparisons including discussion of US and EU Dilution Laws, Fordham University School of Law & IP Academy Singapore, Recent Developments in & Enforcement of Asian IP Law, Thirteenth Annual Conference on International Intellectual Property Law and Policy, New York City, March 31, 2005.
- 1991     **Leong S H S**, AIPPI Representative, Dialogue Session on Proposed Amendments to Trade Mark Laws, December 19, 2003, IPOS, Optimum Room.
- 1992     **Leong, S H S**, Committee Member, Working Committee, Q168, Use of a Mark “As a Mark” as a Legal Requirement in Respect of Acquisition, Maintenance and Infringement of Rights, AIPPI, Executive Committee Meeting, Lisbon, Portugal, 16- 22 June 2002.
- 1993     **Leong, S H S**, Committee Member, Working Committee, AIPPI (Singapore), The Singapore Patent System Review 2002.
- 1994     **Leong, S H S**, Reporter, Workshop III, Strategies in Domain Name Protection, AIPPI EXCO Meeting and Congress, Melbourne 25th – 30th March 2001. A Summary Report on the papers presented at the Workshop has been prepared and published on the AIPPI website, June 2001.

1995 **Leong, S H S**, Chairperson, Special Intellectual Property Panel, Internet & Development in Asia, Internet Political Economy Forum 2001, September 14-15, Singapore.

*~The End~*