

## **Mr Lawrence Yeung**

**Mr Lawrence Yeung** is a Partner of ONC Lawyers. Lawrence's niche areas of practice include intellectual property (IP) portfolio, IP asset management, worldwide IP protection strategies, copyright, patent (PCT) filings, trademark and licensing, domain names, design protection and enforcement/litigation in China and Hong Kong. Lawrence also advises on geographical indications and certification trademark applications.

Lawrence has been focusing on IP for more than 14 years, during which he rendered substantial IP advice to several FORTUNE 500 companies. His several prominent cases entailed successfully coordinating a raid action with a successful outcome against a trademark infringer in China for a well-known Japanese electric manufacturer, a successful raid action coordinated with Hong Kong Customs against two leading Karaoke chain stores in Hong Kong. Lawrence also assisted in handling a pre-eminent US based food and beverage manufacturer's trademark portfolio in Asia.

Lawrence also manages a Hong Kong tobacco manufacturer's worldwide IP portfolio and two leading Hong Kong real estate agents' trademark portfolios, including clearance check, filing strategies, filings, maintenance and applications and/or registrations, oppositions and infringement actions.

Before joining ONC, Lawrence previously worked as an Associate with a top tier IP practice of an International law firm for almost 3 years, during which he was subsequently promoted as a Managing Associate. Lawrence is also a visiting lecturer and script marker at the University of Hong Kong (SPACE), which augments Lawrence's practical experience and enables him to stay ahead of the latest IP developments.