



Loke Khoon Tan

Partner

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Global area of practice

Intellectual Property

Areas of expertise

Intellectual Property
Enforcement and Anti-piracy
Trademark Registration
Patents
Copyright
Domain Names
Trade Names
Internet
Social Media
Technology
Luxury & Fashion Brands
Regulatory Issues

Languages

English, Mandarin and various Chinese dialects

Practice focus

Loke Khoon Tan is a senior partner of the award-winning IP & Technology Group in Hong Kong and China. He is currently on the Global Firm's Steering Committee for the Consumer Goods & Retail (including Luxury and Fashion) Industry Practice and leads the Industry Practice in the AP region. He led the IP & Technology Group as Practice Group leader from 2005 to 2020. He is also the author of various IP publications including the trilogy of "Pirates in the Middle Kingdom: the Art of Trademark War" books. The 4th edition will be published in 2021.

Loke Khoon's practice focuses specially on intellectual property law in the People's Republic of China, with particular emphasis on the structuring of intellectual property rights and anti-counterfeiting planning in the area of trademarks, design patents, copyright, trade names, computer software, passing-off, unfair competition, designs, labelling laws, food, drug and health regulations, consumer, media and advertising laws. With the new economy, his practice also encompasses domain name, Internet, social media, media, entertainment and technology laws. He also has extensive experience representing major brands and leading corporations in various industries, including luxury and fashion, retail, consumer goods, cosmetics, pharmaceuticals, media & entertainment alcohol and liquor etc.

Loke Khoon is a member of the Firm's Global Diversity & Inclusion Committee, focusing on LGBT+. As an integral part of the Firm's Corporate Social Responsibility Program, the Committee has broad oversight for the strategic development and implementation of the Firm's diversity and inclusion activities.

Loke Khoon was complimented by the ranking and publications as: "The IP lawyer Loke-Khoon Tan at Baker McKenzie is incredibly responsive. With deep knowledge and legal expertise. He also has great communication and interactive skills."

He was featured in the video-interview by Hughes-Castell (https://www.youtube.com/watch?v=z6ppvIm_SNA&feature=youtu.be).

Publications, presentations and articles

Loke Khoon is the author of

"Trademark Law in the People's Republic of China" (Oxford University Press, First Published 1998)

"Pirates in the Middle Kingdom: The Art of Trademark War" (Sweet & Maxwell, 2004)

“Pirates in the Middle Kingdom: The Ensuing Trademark Battle” (Sweet & Maxwell, 2008)

“Pirates in the Middle Kingdom: The New Frontier” (Sweet & Maxwell, Dec. 2016)

The Chapter "Intellectual Property and Domain Name Arbitration" (Arbitration in Hong Kong A Practical Guide, Sweet & Maxwell, 2014 Third Edition)

The Chapter on "Intellectual Property Protection" (Doing Business in China Guidebook, Baker & McKenzie)

He is also the contributing author of “Managing Business Disputes in Today's China Duelling with Dragons” (Kluwer Law International, 2007).

He writes regularly for many other IP publications and is the co-editor of the "Global Legal Guide for Luxury and Fashion Companies", a Baker & McKenzie publication (2019, 2015).

Loke Khoon also participated in an interview with INTA's podcast, Brand & New, during INTA's 2019 Annual Meeting and discussed the topic, The New Pirates: Innovative Options to Tackle Counterfeiting in China.

Professional affiliations

Loke Khoon is currently an Adjunct Professor of Law at The University of Hong Kong. He is also a member of the Internet Committee of the International Trademark Association (INTA). He has sat on the Copyright Committee of the Hong Kong Group of the Asian Patent Attorney's Association, the Legislation & Regulation Committee (East Asia & Pacific Subcommittee) of INTA, and the Editorial Committee of IP Asia. He is the past Chairman of the MARQUES (The Association of European Trademark Proprietors) China Team, and also the past Chairman of the Intellectual Property Committee of AMCHAM (the American Chamber of Commerce) in Hong Kong.

He is an active member of several organizations including the Asia Pacific Lawyer's Association; the Anti-Counterfeiting Group; the Hong Kong Intellectual Property Society; the International Chamber of Commerce; The Hong Kong Institute of Trade Mark Practitioners; the JAL Scholars' Association; Alumni of Sophia University, Tokyo, Japan; the National University of Singapore Society; the Singapore Association and Singapore Chamber of Commerce in Hong Kong. He is also a Honorary Member of the Board of Advisors, Singapore Law Review and was on the Panel of Film Censorship Advisers, HKSAR Government.

Loke Khoon is also a member of the WIPO Arbitration and Mediation Centre Panel who presides over an administrative procedure for the resolution of domain name disputes pursuant to the ICANN Uniform Dispute Resolution Policy. He also sits on the Hong Kong International Arbitration Centre (HKIAC)'s Panel of Arbitrators for Intellectual Property Disputes as well as its Domain Name Dispute Resolution Panel, and is a member of the CIETAC Domain Name Dispute Resolution Center and

the Asian Domain Name Dispute Resolution Centre and handled their first domain name dispute cases.

Awards and rankings

- Band 1 law firm for Intellectual Property (China/Hong Kong) – Chambers Asia Pacific (2020, 2019, 2018, 2017, 2016, 2015, 2014)
- Hall of Fame (Intellectual Property, Hong Kong) – Legal 500 (2020)
- Leading Individual (Intellectual Property, Hong Kong) – Asia Pacific Legal 500 (2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007)
- Leading Lawyer (Intellectual Property, China/Hong Kong) – Chambers Asia Pacific (2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009)
- Highly Recommended (Enforcement & litigation, China and SARS: Hong Kong) - World Trademark Review 1000 2020
- Commended External Counsel of the Year (Hong Kong) - Asian-MENA Counsel's In-house Community Counsels of the Year Awards 2018, 2020
- Elite Lawyer, The A List (China Practice, Foreign Firms) - China Business Law Journal (2020, 2019)
- Band 1 law firm for Intellectual Property (China) (International Firms) - Chambers Global (2018)
- Intellectual Property (Trademark) (International Firms) - China Business Law Awards 2020
- Intellectual Property (Copyright) (International Firms) - China Business Law Awards 2020
- AP Trademark Law Firm of the Year (Asia-Pacific) - Asia IP Awards (2019)
- Trademarks Law Firm of the Year (China) - Asia IP Awards (2019, 2018, 2017)
- Trademarks Law Firm of the Year (Hong Kong) - Asia IP Awards (2018, 2017, 2016)
- Band 1 law firm for Intellectual Property (Asia-Pacific) – Chambers Global (2018-2020)
- Luxury Law Firm of the Year: Baker & McKenzie - Luxury Law Awards (2016)
- Leading Lawyer (Intellectual Property, China/Hong Kong) – Chambers Global Directory (2017, 2016, 2015, 2008, 2007, 2006)
- Trademark Star (China) - Managing Intellectual Property: IP Star (2019, 2018)

- Trademark Star (Trade mark strategy & counselling, Hong Kong) - Managing Intellectual Property: IP Star (2020, 2019, 2017, 2016, 2015, 2014)
- Leading Individual (Hong Kong) – World Trademark Review 1000 (2019, 2018, 2017, 2016, 2015, 2014, 2013)
- Leading Lawyer (Trademarks, Hong Kong) - Who's Who Legal (2020, 2016, 2015, 2014, 2013, 2012)
- Recommended Lawyer (Intellectual Property, China and Hong Kong) – PLC Which Lawyer? (2012)
- Recommended Lawyer (Intellectual Property: Life Sciences, China and Hong Kong) – PLC Which Lawyer? (2012, 2011, 2010, 2009, 2008, 2007)
- Recommended Lawyer (Intellectual Property: Cross-border advice, China and Hong Kong) – PLC Which Lawyer? (2011, 2010)
- Leading Lawyer (Intellectual Property, Hong Kong) – PLC Which Lawyer? (2009, 2008, 2007, 2006, 2005)
- Highly Recommended Lawyer (Intellectual Property: Cross-border advice, China) – PLC Which Lawyer? (2009, 2008, 2007)
- Leading Lawyer (Intellectual Property) – Asialaw (2007)

Education and admission

Loke Khoon graduated from the Law Faculty of the National University of Singapore. He is admitted as an advocate and solicitor in Singapore and as a solicitor in England and Wales and Hong Kong.