

Wong & Partners.

Member Firm of
Baker & McKenzie International

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Wong & Partners Hires Celia Cheah to its Intellectual Property Practice

Kuala Lumpur, 15 April 2025 - Wong & Partners, member firm of Baker McKenzie International, has strengthened its Intellectual Property practice with the hire of Celia Cheah as a Partner, effective 14 April.

Over the past two decades, Celia has built a strong Intellectual Property (IP) practice, representing clients from across a wide range of sectors, including food and beverages, consumer goods and services, luxury goods and pharmaceuticals.

Celia's expertise encompasses advising on IP prosecution and IP commercial matters, in areas including registration, licensing, franchising, and brand strategy. She has extensive experience helping clients with the creation, protection, commercialisation, and enforcement of various IP rights, including trademarks, patents, industrial designs, and copyrights.

Managing Partner **Mark Lim** said: "It is a pleasure to welcome Celia to our Firm and we are excited to have someone with such a strong reputation and breadth of expertise join our well established and highly ranked IP practice."

Head of IP Partner **Kherk Ying Chew** observed: "I am delighted to have Celia join the team and confident that we will greatly benefit from her experience and skillset. As technology surges ahead and regulations try to keep pace, navigating intellectual property law is becoming ever more challenging. Organisations look to our Firm to help keep them create, maintain and protect their IP, and I believe Celia will be an invaluable asset for our clients."

Commenting on her new role, **Celia** said: "I am excited to join Wong & Partners and work with this dynamic team. The Firm has a strong reputation in the field of intellectual property, and I am eager to bring my skills and experience to the Firm. In today's complex and challenging marketplace, clients are looking for innovative and comprehensive advice on how to create, maintain, and protect their intellectual property effectively. I look forward to collaborating with my colleagues to achieve this."

Celia holds an LLB from the University of London and was admitted to practice as an Advocate & Solicitor in Malaysia in 2000. Prior to joining the Firm, she was a Partner at a leading local firm in Kuala Lumpur.

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About Wong & Partners

Wong & Partners is a Malaysian law firm dedicated to providing solution-oriented legal services to its clients. As a member firm of Baker McKenzie International, we bring a unique combination of local knowledge and global experience to every matter. Since its establishment in 1998, Wong & Partners has grown steadily and now consists of more than 20 partners and 50 associates and legal assistants. The Firm's lawyers are able to deliver comprehensive and integrated advice to clients, and are trusted by respected domestic and multinational corporations for their needs in Malaysia and throughout Asia. The Firm's lawyers are committed to helping clients apply industry-specific, innovative and practical solutions. (www.wongpartners.com)

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