

# CURRICULUM VITAE



## Lawrence Yip

Chief Executive Officer  
Adjunct Professor (Lincoln U.C.)  
Accredited HRDcorp's Trainer  
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### 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)

## **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

## **AWARDS & RECOGNITION**

Golden Bull Award, 2008

Enterprise 50 Award, 2010–2012

Malaysia Book of Records, 2005