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Mr Lawrence Yeung

## 第二环节讲者



## 杨先恒律师

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Mr Lawrence Yeung has been at the vanguard of intellectual property issues for well over a decade and has worked with several Fortune 500 companies, gaining valuable insights into practice and procedure in Asian countries and/ or regions and worldwide. His core practice areas include IP portfolio/asset management and global brand protection strategies, trademark, Patent (PCT) filings, copyright and design protection, monetisation, enforcement and litigation. He has been a Consultant with Boase Cohen & Collins since 2015. A holder of civil law degrees from both the National Taiwan University in Taipei and Manchester Metropolitan University, Lawrence completed his Master of Laws at Peking University in Beijing in 1999, the same year he earned a Diploma in Criminal Justice from the University of Hong Kong (SPACE). He further gained his Postgraduate Certificate in Laws at the City University of Hong Kong in 2004 and completed his Ph.D. in Laws at the China University of Political Science and Law in 2009. He has been lecturing on postgraduate course on IP at the Open University of Hong Kong since 2004 and has delivered keynote speeches to a range of organisations including the Hong Kong Trade

Development Council, Taiwan Business Association and Hong Kong Polytechnic University and published a number of articles on IP. He is also a Civil Celebrant of Marriages and accredited Mediator in Hong Kong. 杨律师是一位香港执业律师,拥有法学博士、法学硕士学位,在知识产权争 议以及非争议案件拥有超过十多年的经验。杨律师也是认可的婚姻监理人、 香港律师会认许的综合调解员。杨律师拥有两岸三地背景,能操流利普通话、 粤语、英文。

杨律师的知识产权专业领域涵盖了欧美亚等海外地区,当中包括欧美、香港、 中国等亚洲企业的知识产权项目/资产管理以及全球品牌保护策略、商标清 查、维护、申请、著作权保护、专利 PCT 申请、外观设计申请及保护、知识 产权资产化、授权合同、分析以及查询、争议解决、知识产权交易以及许可 等。杨律师曾为多间《财富500》国际公司,当中包括知名日本电器生产商、知 名美国饮料、牙膏公司、香港知名房地产代理商、台湾科技企业等提供在全 球的知识产权项目及其权益保护服务。此外,杨律师的专业领域也涵盖了非 传统商标的地理以及证明商标的注册申请,为来自不同行业的客户群提供专 业的法律服务。

杨律师较早前曾在一间知名的英国国际法律事务所任职助理律师、随后晋升 为管理律师。另外,杨律师目前也是一位香港公开大学硕士知识产权课程的 兼任导师,相关教学已有十多年的经验,在实务经验与其学术方面发表多篇 论文著作。