

## Vera C.Y. Sung

Partner

Intellectual Property Law |  
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### Profile

Vera is a partner of OLN and heads OLN's Intellectual Property team in Hong Kong and China. Before joining OLN, Vera worked at several major law firms in Hong Kong practicing intellectual property law.

Her practice focuses on trade marks, patents, copyright, domain name disputes, passing-off actions, IP licensing and IP enforcement. Vera has extensive experience in intellectual property registration, prosecution, enforcement, portfolio management and development for multinational companies. Her experience spans a wide variety of sectors, from US government legal departments to corporate clients and charities.

Vera was appointed as Chair of East Asia and Pacific Subcommittee of the Law and Regulation Committee for the International Trademark Conference ("INTA") 2012-2013. She served on the Legislation & Regulation Committee of INTA from 2002 to 2006, and also from 2010 – 2015 term. She also served on INTA's Geographical Indications Committee from 2007 to 2009. Vera was also an active member of the Asian Patent Attorneys Association (APAA) and Hong Kong Institute of Trade Mark Practitioners (HKITMP).

Vera is a regular speaker at legal conferences for corporate counsel and international clients. She was a speaker at Sony Corporation (HK) Limited, Hong Kong; University of Southern California, US; Inniskillin Winery, Ontario, Canada, and the Hong Kong Trade Development Council. She has moderated a table topic entitled "Effective IP Enforcement in China" at INTA. Vera also speaks at Continuing and Professional Education (CPE) courses in Hong Kong, and since 2012 she has been a regular writer of Sing Tao Newspaper on intellectual property legal issues.

Vera was also a contributor to Butterworths Hong Kong English-Chinese Legal Dictionary and Martindale -Hubbell International Law Digest, Hong Kong Intellectual Property Law.

Vera is committed to clarity, practical recommendations, sensible language and clear pricing.

Vera is also a recommended lawyer in Chambers Asia-Pacific. Chambers states that Vera "has handled a range of noteworthy trade mark mandates over the past year. One client observed that "she gives me straight judgements, and thinks ahead. She also proposes smart, well thought-out solutions for challenging issues."

## Admissions and Memberships

Since 1998 - Solicitor, Hong Kong Special Administrative Region

Since 2010 - Notary Public, Hong Kong Special Administrative Region

## Awards

2024

### **The Legal 500 Asia Pacific**

Recommended Lawyer in Intellectual Property (OLN IP)

### **Asialaw Profiles**

Distinguished Practitioner in Intellectual Property

### **Asia IP**

One of Hong Kong IP Experts Top 50

**IP Stars – Managing IP**

Trade mark star – Hong Kong SAR

2023

**The Legal 500 Asia Pacific**

Recommended Lawyer in Intellectual Property

**Asialaw Profiles**

Distinguished Practitioner in Intellectual Property (OLN IP)

**IP Stars – Managing IP**

Trade mark star – Hong Kong SAR

**Asia IP**

One of the Hong Kong IP Experts Top 50

**Legal Media 360 Market Sentiment Index**

Ranked Lawyer (Tier 1) in Intellectual property – Trademark;

Ranked Lawyer (Tier 2) in Intellectual property – General

2022

**The Legal 500 Asia Pacific**

Recommended Lawyer in Intellectual Property (OLN IP)

**Asialaw Profiles**

Distinguished Practitioner in Intellectual Property