DIXON SOH

Director, Head of Intellectual Property and Intangible Assets Practice - **CHP LAW LLC**

Listed Mediator - **World Intellectual Property Organization (WIPO)**

Listed Mediator – **The Law Society of Singapore**

Mediator – **ResoX (www.ResoX.com)**

Mediator - **Vietnam International Commercial**

Mediation Center (VICMC)

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EDUCATIONAL BACKGROUND

- 2022: SMC Certified IP Mediator
- 2020: SMC Accredited Mediator, SIMI Accredited Mediator (Level 1)
- 2014: Called to the Singapore Bar
- 2012: Admitted to the High Court of New Zealand
- Admitted to practice in Queensland
- 2010: Admitted to the Supreme Court of Tasmania; Admitted to practice in New South Wales; Admitted to the High Court of Australia
- 2010: Post-Graduate Diploma in Legal Practice awarded by the University of Tasmania
- 2009: LL.B awarded by the University of Tasmania
- 2003: Diploma in Law awarded by University of London

PROFILE

- Pragmatism rules over fanciness but it should never be an obstacle to creativity.
- It is my fundamental believe that a legal department cannot be comfortable with being a cost centre. It must find its way to contribute true value to the revenue generating processes in an organisation.
- Time is of the essence – is a term beyond a legal refence. It is a routine for my team and a personal practice I carry throughout the course of my career.
- I believe that every strategy would consist layers of logistics delivered by a committed team of multi-disciplined individuals through organisational structures and processes. Each tactical step must move the organisation closer to its strategic objectives.
- I run with my team and pace them according to their respective strengths. I believe that it is important to keep my team motivated, committed, and honest. I place great value in these elements personally.
- In a modern world business, a successful leader must be multifaceted and be a keen observer of differing cultures. Hence, I believe that my sound understanding on the inter-dependencies and interactions of law, business, and intellectual property in a business environment, both domestic and overseas, would bring value to the organisation.

- I have worked across the oceans – particularly, within Southeast Asia, Russia CIS and Australasia regions.
- I walked a very different life journey. I believe that I am that person your organisation needs.

PROFESSIONAL EXPERIENCE

Director, Head of Intellectual Property (IP) and Intangible Asset (IA) Practice CHP Law LLC (August 2021 – present)

Main Practice Areas

- IP/IA Strategy
- IP/IA Management
- IP/Tech Mediation & Dispute Resolution
- IP Prosecution
- IP/IA Training

Sectors served: Gaming (Studio to Platform, Platform to Users), e-sport, media &

entertainment, platform work i.e. e-commerce, digital exchanges, mobile app etc, agri-tech, food-tech, med-tech, Artificial Intelligence and government related work. Also works with traditional businesses going for digital or business transformation.

https://www.chp.law/dixon-soh

Video Interview(s) :

https://youtu.be/VWhIucCd12c?si=BGSu_KohK9knH9Oy

https://youtu.be/XQXIisHtULo?si=tfxr9WJR9CE1Uo1a

https://youtu.be/7liNYNq6i8M?si=wrE60V82OGyAg3ah

News Article(s):

https://www.wipo.int/about-wipo/en/offices/singapore/news/2023/news_0010.html

https://www.wipo.int/about-wipo/en/offices/singapore/news/2023/news_0019.html

https://www.wipo.int/about-wipo/en/offices/singapore/news/2024/news_0002.html

https://www.wipo.int/about-wipo/en/offices/singapore/news/2024/news_0003.html

https://neu.edu.vn/vi/tin-tuc-moi-nhat/pgs-ts-nguyen-thanh-hieu-don-tiep-va-lam-viec-voi-doan-chuyen-gia-den-tu-hiep-hoi-hoa-giai-singapore-va-to-chuc-hoa-giai-resox

https://www.linkedin.com/feed/update/urn:li:activity:7056574035735805952

Notable clients: World Intellectual Property Organisation (WIPO), Civil Aviation Authority of

Singapore (CAAS), confidential clients in investment, manufacturing, retail, digital platform

etc.

Deputy Director (IP Strategy) and Head of Legal & Company Secretary of IPOS International (Jan 2017 – July 2021)

IP Strategy Solution Department

- De facto Director of the department, part of the leadership team in IPOS International.
- Appointed lead, and trainer of IP management and strategy competency.

- Management duties such as providing directions in relation to the business development and professional practice, discipline (e.g. productivity), responsible for monthly KPI (monetary and non-monetary), monthly dashboard reports to board of directors and parent statutory board etc.
- Led, managed, and trained a team of 18 IP Strategists (multi-disciplined i.e. legal, finance, tech transfer, patent analytics etc).
- Supervised and delivered over 100 IP management and strategy projects for private enterprises and government agencies. (about 60% in IoT, across various industries)
- Creating IP management frameworks for government agencies.
- Supervised and delivered IP management tools, practice SOPs, thought leadership articles and talks.
- Led key negotiations with key partners, including private enterprises and public agencies (domestic and overseas).

Legal Department

- Head of Legal and Company Secretary
- Setup, leads, and manages Legal Departments for IPOS subsidiaries i.e. IP ValueLab and IPOS International.
- Led the merger of three (3) subsidiaries within a government structure (first of its kind).
- Setting up and directing legal policies, SOPs and trainings for all subsidiaries
- Leads the negotiation with key partners of the organisation (e.g. https://iposinternational.com/news/ipos-international-collaborates-with-russian-venture-capital-fund-and-innovative-sportswear-enterprise/, https://www.businesstimes.com.sg/technology/ipos-deloitte-to-help-100-firms-grow-intellectual-assets-and-go-global)
- Provides in-depth, legal, and business-focused advisory services to all business lines, Managing Director Office, and Chief Executive Office on all legal, risk management, compliance, and strategic matters in relation to the subsidiaries.

Industry and Enterprise Engagement

- Led and managed a team to engage the industry (mainly service providers) and enterprise (mainly SMEs) communities for the purposes of (1) business development, (2) collaborations, (3) raising awareness on the importance of IP management in commercialisation and (4) charting proposed directions for the organisation.

National Level Project

- Led and managed a team of 10 to 15 (multi-disciplined) staff from IPOS to advise a multi-agencies task force on the building of a 10-year roadmap and national strategy re IP commercialisation and strategy (which includes elements such as devising and structuring policies & initiatives) i.e. Singapore IP Strategy 2030.

Legal/ IP Talks and Interviews

Major events: International IP Symposium (Tokyo), St Petersburg International Legal Forum (St Petersburg), IP World Summit (Amsterdam) and Eastern Economic Forum (Vladivostok) Samples: https://www.psd.gov.sg/challenge/ideas/feature/public-service-intellectual-property-innovations (interview by public service division); https://www.youtube.com/watch?v=nQRq1CsD5nk&feature=youtu.be (IP Talk organized by Russian VC IIDF); https://broadcast.comdi.com/watch/r8khx93h (ST Petersburg International Legal Forum)

Group Legal Counsel (IP and Disputes) and Group Data Protection Officer of Garena Group of Companies (now known as SEA group) (Oct 2014 – Jan 2017)

- Set up IP practice group within the legal department.
- Set up IP policies for the company, including the Standard Operation Procedure (SOP) to deal with IP infringement complaints for E-commerce platform.

- Legal partner for various projects involving different departments in the Group.
- Legal partner for contract negotiation such as game licensing agreement with EA Games (US), Riot Games (US), Tencent (China), NetEase (China), 433 (Korea), Nexon (Korea), Square Enix (Japan), Cyberagent (Japan).
- Manages and advises on local legal compliance issues for HQ and regional offices
- Set up protocols for dispute management in Gaming, E-Commerce and E-Payment entities in the region.
- Set up protocols for management of private data for the Group in the region.
- Advised on enforcement strategies such as taking down web domains, opposing and resisting opposition of trademarks, copyright infringement etc
- Advised on dispute management strategies.
- Lead negotiator in mediation.

Work Scope: Supporting the Gaming, Communications, E-Commerce and E-Payment business groups operations in terms of general legal and IP affairs, Contract negotiation, dispute management, creating good practice policies i.e. IP, personal data collection etc and implementation of the same, provision training, setting up IP infrastructure, compliance review, instructing and managing external counsels, general legal advice and research, in the various regions, namely, *Singapore, Malaysia, Indonesia, Thailand, the Philippines, Vietnam, Tai wan, China, Australia, Middle East and CIS Russia.* Comfortable with the use of SAEGIS.

Associate with Mirandah Law LLP / Patrick Mirandah Co (July 2013 – Sept 2014)

- represented an Education Franchisor in relation to $9 million franchise dispute claim.
- represented an international luxury fashion brand in the coordination of enforcement actions in Singapore, Thailand and Indonesia.
- advised an international fashion label in relation to dispute resolution in Singapore and a Co-existence Agreement with a Japanese entity.
- advised an international fitness franchise in relation to setting up of franchise business in Singapore.
- advised an international hardware manufacturing company in relation to trade mark squatting in Indonesia.
- advised an Australian entity in relation to licensing requirements and setting up of a Franchise business in Thailand.
- advised a Mexican entity in relation to proper recordal of assignment of trade mark and anti-infringement litigation.
- advised a Hong Kong based agricultural chemical business in relation to trade mark protection in Thailand, Vietnam, Cambodia, Laos, Myanmar and the Philippines.
- acted for various international brands and instructed foreign counsels in relation to opposition proceedings in Vietnam, Indonesia, Taiwan, India and the Philippines.
- advised individuals and local entities in relation to Data Protection laws in Singapore.

Work Scope: IP Prosecution in Asia region, IP Enforcement (including domain name disputes) in Asia, draw, review and negotiate contracts, deeds, instruments, shareholders agreements, franchise agreements & Memorandum of understandings, drafting court papers, preparation for trial and making appearances at mentions, Pre-Trial hearings, interlocutory proceedings and trial, advising corporation and businesses (small & medium, representing clients in legal and commercial negotiations, representing clients in Alternative Dispute Resolution, legal research, drafting legal advice to individual & corporate clients, taking instructions from clients and administrative work i.e. billing, allocation of work to supportstaffs.

Solicitor with McLaughlins Lawyers (May 2012 to July 2013)

- Successfully represented a major restaurant in Brisbane in relation to reversing the decision of the revocation its Food Business Licence and prosecution by the Brisbane City council.
- Assisted in the conduct of acquisitions of premium hotel and pubs, including Palazzo Versace in Gold Coast.
- Acted for businesses in matters relating to GST controversy with the Australian Tax Office.
- Advised a construction entity which specialises in mining infrastructure on issues relating to restraint of trade and issue of Intellectual Property licensing.
- Provided preliminary advice to potential Australian and Singaporean investors on a A$120,000 joint venture project involving mobile phone technology development on the issues of due diligence, Intellectual Property rights licensing and share acquisition.
- Provided preliminary advice to potential franchisors in relation to the establishment of Franchise chain.
- Advised an online Supermarket business on issues relating to filing an opposition with IP Australia.
- Advised individuals and businesses on issues relating to the Australian business name regime, trademark, copyright, trademark infringement and enforcement matters.
- Key Practice Areas: corporate advisory, insolvency, property & leasing, intellectual property, trade practices, e-commerce, sales & purchase of businesses/franchises, construction disputes, body corporate disputes, contractual disputes and commercial litigation.

Work Scope: Draw, review and negotiate contracts, deeds, instruments, leases, joint-venture agreements & Memorandum of understandings, drawing court papers, preparation for trial and making appearances at mentions, Pre-Trial hearings, Enforcement proceedings, interlocutory proceedings and trial, advising corporation and businesses (small & medium), liaise with public authorities in the application of different licences and certification, liaise with financial institutions, representing clients in legal and commercial negotiations, representing clients in Alternative Dispute Resolution, legal research, drafting legal advice to individual & corporate clients, taking instructions from clients and administrative work i.e. billing, allocation of work to support staffs.

Solicitor with Denise Zheng Lawyers (October 2010 to May 2012)

- Successfully negotiated for settlement in a $350,000.00 Intellectual Property rights and trade practice claim.
- Successfully obtained positive results for clients in sentencing hearing for criminal and local government matters.
- Advised individuals and businesses on issues relating copyright, trademark infringement and enforcement matters.
- Acted for prospective investors in a negotiation with developers for a resort project valued in excess of A$5 million.
- In carriage of residential and commercial property related matters with a total value in excess of A$60 million.
- Key Practice Areas: corporate advisory, insolvency, property & leasing, intellectual property, trade practices, e-commerce, sales & purchase of businesses, construction disputes, strata disputes, contractual disputes and commercial litigation

Work Scope: Draw, review and negotiate contracts, deeds, instruments, leases, joint-venture agreements & Memorandum of understandings, drawing court papers, preparation for trial and making appearances at mentions, scheduling conference, interlocutory proceedings and trial, liaising with expert witnesses, briefing counsel and patent attorney, advising corporation and businesses (small & medium), liaise with public authorities in the application of different licences and certification, liaise with financial institutions, representing clients in legal and commercial negotiations, representing clients in Alternative Dispute Resolution, legal research, drafting legal advice to individual & corporate clients, taking instructions from clients and administrative work i.e. billing, allocation of work to paralegals.

AWARDS

- IAM Strategy 300 (recommended individual) for 2020, 2021 2022 & 2023
- IAM Global Leader 2023
- Asialaw 2023 – Notable Practitioner (Intellectual Property)
- Singapore Best Law Firm 2022 & 2023 (Intellectual Property Category)

LANGUAGE

- English
- Chinese (Mandarin)
- Spoken Chinese dialects (Cantonese)