



Henry Goh & Co

Established since 1977

Embrace Innovation and Creativity
Safeguard Your Intellectual Property

www.henrygoh.com

Executive Summary

Brief Overview of the Firm

Henry Goh is a leading intellectual property firm in Malaysia and the region. We have consistently been voted the country's top IP agency. Our clients include individuals, multinationals, and Fortune 500 companies.

Vision Statement

With an established heritage of close to five decades, Henry Goh are the leading intellectual property firm in Malaysia and among the top ten in Asia.

Mission Statement

At Henry Goh, our mission is to protect and enhance the value of our clients' intellectual property through professional, innovative, and client-centric services.

Core Values

Professionalism

We uphold the highest standards of professional conduct in all our dealings.

Integrity

We are committed to honesty, transparency, and ethical practices.

Dedication

We are dedicated to delivering quality, timely, and value-added services.

Client-Centric Service:

We prioritise our clients' needs and strive to exceed their expectations.

Innovation

We embrace innovation and creativity in our approach to intellectual property.

International Reach and Partnerships

Global Presence

We currently operate in Malaysia, Singapore, and Brunei Darussalam, and work closely with an extensive network of foreign associates worldwide.

Strategic Partnerships

Our international presence has allowed us to provide comprehensive, professional, and effective solutions to all our clients.

Network within the IP Community

We have substantially bolstered our clientele and network of Chinese and Japanese associates through highly targeted annual business development trips to East Asian countries since 2017. Additionally, our team actively participates in prestigious international conferences such as INTA, APAA, FICPI, and AIPPI, attending a selection of these events each year. These conferences provide invaluable opportunities to network, share insights, and stay at the forefront of industry developments.

Multinational Client Base and Cross-Border Capabilities

Our expertise transcends borders, serving clients from Silicon Valley to Tokyo.

Our Story

Growth and Evolution Over the Years

Since its humble beginnings as a one-man business, Henry Goh has grown into one of the region's leading specialist IP agencies. Today, we employ more than 70 people, are headquartered in Kuala Lumpur, and have a sister office in Singapore.



“Our success is a testament to the hard work, sacrifice and perseverance of this firm’s greatest assets: its people. Without their untiring efforts, we would not be the firm we are today.”

Henry H. P. Goh (1942 – 2008)
Founder



Tham Sau Yin
Chief Executive Officer

Karen Goh
Chair of the Board

Joanne Wong
Head of Administration

“Our mission is to elevate Henry Goh to one of Asia’s top ten IP firms, driven by innovation, excellence, and a commitment to protecting intellectual property rights.”



Services Offered

Patent Services



Comprehensive services including pre-filing searches, filing, prosecution, and maintenance. Expertise in handling cases under the Patent Cooperation Treaty (PCT) and in various countries like the US, UK, Germany, Australia, China, and Japan. Our local knowledge and global recognition make us the natural choice for patent prosecution in Malaysia.

Trademark Services



Full range of trademark services including pre-filing search, filing, prosecution, opposition, renewal, maintenance, and enforcement. We have a strong rapport with the local trademarks office (MyIPO) and can file trademarks worldwide through our network of trusted associates. The latest Trademarks Act allows for registering non-traditional marks and multi-class applications.

Industrial Design Services



Industrial design registration, both domestically and internationally. Our team provides guidance on overlapping protections like copyright and trademark, and assists with due diligence, litigation support, and other advisory services.

Copyright Services



We offer comprehensive copyright services including filing notifications, advisory, and enforcement work. While Malaysia does not require formal registration of copyright, we recommend using the voluntary copyright notification (VCN) system for added protection. Eligible works include literary, musical, and artistic works. The VCN process is quick and straightforward, providing a Certificate of Copyright Notification as prima facie evidence of ownership. The Copyright to You (CR2U) initiative has expedited the certification process. We also assist with copyright infringement matters, working closely with experienced external counsel.

Product Registration



Assistance with obtaining approval for drugs, pharmaceutical products, traditional medicines, and veterinary products from the National Pharmaceutical Regulatory Agency (NPRA). We also handle cosmetic product notifications to ensure compliance with regulations.

Geographical Indication (GI) Protection



The Geographical Indications Act 2022 protects goods identified by their geographical origin, such as Parmesan cheese and Sabah tea. The Act offers broader protection and clearer examination processes. Producers or competent authorities can apply for GI registration, valid for ten years and renewable. Our trademark practice includes GI protection, handling pre-filing searches, filing, prosecution, opposition, renewal, maintenance, exploitation, and enforcement. We manage several foreign GIs successfully registered in Malaysia.

Plant Variety Protection



Expertise in filing and prosecuting plant variety applications under Malaysia's Protection of New Plant Varieties Act 2004. We advise on protecting new plant varieties, ensuring compensation for development costs.

Litigation Support



Comprehensive pre-litigation consultancy and support. We aim to resolve disputes amicably but engage trusted external IP litigators when necessary. Our collaboration with external counsel includes enforcement actions like raids and seizures. Our patent agents often serve as expert witnesses in court.

Unique Selling Propositions



Client-Centric Service Model

We emphasise our commitment to personalised and responsive service. Our client-centric approach ensures that we understand and address each client's unique needs, providing tailored solutions that drive success.



Multilingual Advantage

Our ability to navigate language barriers with multilingual capabilities sets us apart. We bridge communication gaps seamlessly, ensuring that our clients' needs are met, no matter where they are from.



Innovative Strategies and Commitment to Excellence

We detail our innovative strategies and commitment to excellence, emphasising a client-centric approach. Our dedication to delivering quality, timely, and value-added services has earned us global recognition and trust from our clients.

Testimonials from Clients



“ Knowledgeable and proactive in giving support and information.

Mr. Steven Koh
Chief Financial Officer (CFO)
Stream Group Sdn Bhd



“ Good and sound advice, accessible, friendly and sincere.

Ms. Shahreena
Senior Legal Counsel, Pos Malaysia Berhad



“ For many years, Henry Goh has assisted us in maintaining the intellectual property for our business. They are highly knowledgeable in these areas of expertise. Their prompt responses and thorough explanations help us to make the most appropriate decision for our requests. They will walk you through the process step-by-step and immediately inform you of its status. Their service has been excellent; they have been very helpful and responsive.

Ms. Nur Amalina
New Product Development Executive
Jasmine Food Corporation Sdn Bhd



“ We have engaged them for a long period, and they consistently provide clear and concise legal advice. I highly recommend their services.

Anna Goh
Group Legal & Secretarial
Elken Group

Recognition & Accolades



IP Stars from Managing IP

- Tier 1 Malaysia Patent Prosecution 2004 – 2024
- Tier 1 Malaysia Trademark Prosecution 2009 – 2024



IAM Patent 1000

- Recommended Firm: Malaysia Patent Prosecution 2014-2019
- Highly Recommended Firm: Malaysia Patent Prosecution 2020-2023
- Gold Firm: Malaysia Patent Prosecution 2024



World Trademark Review – WTR 1000

- The only Gold Agency: Malaysia Trademark 2013-2025



Malaysia
IP Agency of the
Year 2019

Presented by **IAM** and **WTR**

IAM and WTR: The Global IP Awards

- Malaysia IP Agency of the Year 2019
- Malaysia Trademark Agency of the Year 2023
- Malaysia Patent Agency of the Year 2024



Managing IP Asia Pacific Awards

- Malaysia Firm of the Year – IP Prosecution 2024



Asia IP

- Tier 1 Malaysia Patent Prosecution
- Tier 1 Malaysia Trademark Prosecution



Global Leaders Awards

- Global leaders for trademark since 2023
- Global leaders for patent since 2024



Malaysia International Trade & Industry (MITI)

- MITI's Certificate of Excellence for Export Services 2010
- MITI's Excellence Award for Export Services 1999



Azlina Aisyah Khalid

Head of Legal Senior Trademark Agent

Azlina is the Senior Legal Counsel (In House) and Senior Trademark Agent at Henry Goh Malaysia, with over twenty nine years of IP experience, including eighteen years at the firm. She leads a team of legal and trademark professionals, providing guidance on pre-litigation advice, trademark enforcement, prosecution, franchise and licensing agreements, domain name registration, and IP due diligence. Called to the Malaysian Bar in 1996, Azlina holds a Law degree from the University of Kent at Canterbury. She has extensive experience from her time at a leading Malaysian law firm and joined Henry Goh in 2004. Azlina is a Registered Patent, Trademark, Industrial Design, and Geographical Indication Agent. Her professional memberships include MIPA, MIPAA, and APAA. She is a twice alumna of Japan's AOTS and has attended courses by the IP Academy of Singapore. Azlina is also the Editor in Chief of the firm's in-house publication and a key speaker at seminars and international conferences.





Oon Yen Yen

Head of Patent and Industrial Design Senior Patent Agent

Yen is the Head of Patent and Industrial Design at Henry Goh Malaysia. She joined the firm in 2002 and became a registered Malaysian patent, industrial design, and trademark agent in 2004. Yen holds a Master of Laws from the University of London and an Honours degree in Microbiology from University Malaya.

Specializing in biotechnology and chemistry patenting, Yen provides expert advice on patentable inventions, drafting patent specifications, and prosecuting patent applications both locally and internationally. Her insights on patentability, infringement, and validity are highly valued by clients.

Yen has extensive experience in patent drafting, prosecution, and contentious matters across various technical fields. She is recognized in Intellectual Asset Magazine's (IAM) Patent 1000 and as a Malaysian IP Star by Managing Intellectual Property's IP Handbook. Yen is also acknowledged by Who's Who Legal.

She is an active member of the Malaysian Intellectual Property Association (MIPA), the Asian Patent Attorneys Association (APAA), and the International Trademark Association (INTA).





Lim Eng Leong

Head of Trademark
Senior Legal Counsel
Senior Trademark Agent
Business Development Strategist

Eng Leong is a legally qualified lawyer and senior legal counsel at Henry Goh Malaysia, where he joined in 2006. He specializes in trademark protection strategies and manages extensive trademark portfolios for both domestic and international clients. His expertise includes trademark prosecution, administrative hearings, opposition proceedings, and IP rights enforcement.

Promoted to Trademark Manager in 2015, Eng Leong also serves as a Business Development Strategist, developing policies to maintain the firm's leading position in the IP industry. He is a registered agent for patents, industrial designs, and geographical indications in Malaysia and has experience in Singapore trademark practice. Recognized by WTR 1000 as a Recommended Individual for Trademark Prosecution & Strategy since 2017, Eng Leong is a member of MIPA, INTA, APAA, and an alumnus of the Japan Patent Office IPR Training.



Our People



Jason Cheah

Patent Manager

Jason Cheah is a Manager in the Patent Department at Henry Goh Malaysia. He holds an honours degree in electronic and electrical engineering from Queen's University of Belfast and is a registered Malaysian patent, industrial design, and trademark agent.

Jason advises on IP protection and oversees patent and industrial design prosecution. He specializes in mechanical and internet-related inventions and is recognized by IAM Patent 1000 for his expertise.

He is a member of APAA and INTA.



Yan Pei Chun

Patent Manager

Pei Chun is a Senior Patent Agent at Henry Goh and a Manager leading the department's Renewals and Records team. She holds an honors degree in science, majoring in computational physics and electronics, from the University of Malaya.

With over 20 years of experience, she has managed patent portfolios for multinational corporations and universities. She is a registered patent and industrial design agent, specializing in physics, computer technologies, and electrical engineering. Pei Chun has drafted and prosecuted over one hundred patent applications.

She also leads the Mechanical Engineering, Manufacturing, and Products group within the Patent Department's technology group taskforce. Recognized by IAM Patent 1000, she is a member of the Asian Patent Attorneys Association (APAA).



Lee Suet Yin

Trademark Agent | Trademark Team Leader

Suet Yin is a Team Leader in the Trademark Department at Henry Goh Malaysia. She holds an honours degree in science forestry from Universiti Malaysia Sabah and joined the firm in 2006.

Suet Yin specializes in providing comprehensive trademark advice to domestic clients, leveraging her proficiency in Mandarin to assist Chinese-speaking clients. She qualified as a registered trademark agent in 2013 and was promoted to Team Leader in 2022.

In addition to her IP expertise, Suet Yin is the Regulatory Executive for Cosmetic and Traditional Product registration with the Ministry of Health, Malaysia.





Andrew Siew
Senior Patent Agent



Andrew Siew is a key member of the Patent Department at Henry Goh Malaysia. He holds an honours degree in electronic and electrical engineering from The University of Lincoln, UK, and joined the firm in 2002.

Andrew specializes in advising clients on IP protection, conducting searches, and drafting and prosecuting patent and industrial design applications. Fluent in Chinese, he assists Chinese-speaking clients and provides patentability, infringement, and validity opinions. He qualified as a registered patent agent and leads the High Technology, Electrical, and Electronics group.

Recognized by IAM Patent 1000, Andrew is also a member of the Asian Patent Attorneys Association (APAA) and the International Trademark Association (INTA).



Ki Wan Sia
Senior Patent Agent

Wan Sia is a Senior Patent Agent at Henry Goh. She holds an honors degree in Biochemistry from the National University of Malaysia. With over 15 years of experience, she has handled more than 1,000 patent applications and provided freedom-to-operate (FTO) and infringement opinions.

She is a registered Malaysian patent and industrial design agent, specializing in drafting patent specifications and managing complex patent cases. Wan Sia has testified as a technical expert in court and is recognized for her expertise in IP strategies.

She is conversant in both English and Chinese and actively participates in business development activities. Wan Sia is a member of the Asian Patent Attorneys Association (APAA).



Hawa Diyana Saim
Senior Patent Agent

Diyana is a Senior Patent Agent at Henry Goh. She holds a Bachelor's Degree in Engineering (Electrical – Electronics) from Universiti Teknologi Malaysia and became a registered Patent Agent and Industrial Design Agent in 2012.

Before joining Henry Goh in 2017, Diyana managed patent portfolios and conducted white-space analyses for a Fortune Global 500 company. At Henry Goh, she drafts and prosecutes patent applications in various fields, particularly in the automobile industry.

Diyana is adept at multitasking and meeting tight deadlines. She has successfully advocated for clients before the Malaysian IP Office (MyIPO) and manages design portfolios for domestic and international clients. Diyana is a member of the Asian Patent Attorneys Association (APAA).

Our People



Amelia Ho

Trademark Agent | Senior Trademark Executive

Amelia joined Henry Goh Malaysia in 2004 after completing her diploma in business studies. She developed a keen interest in Intellectual Property and pursued an LLB (Hons) degree from Aberystwyth University, Wales, graduating in 2012.

Amelia specializes in trademark and copyright practice, providing sound advice to both domestic and international clients. She handles trademark formalities and prosecution, leveraging her proficiency in Mandarin to assist Chinese-speaking clients. As a Senior Trademark Executive, she manages trademark enquiries and prosecution work for a wide array of trademarks filed domestically and overseas.

Amelia qualified as a registered trademark agent in 2021 and was promoted to Senior Trademark Executive in 2022. Known for her cheerful disposition and resourcefulness, she is a key member of Henry Goh's core team responsible for networking and business development.



Shee Shu Wen

Trademark Agent | Senior Trademark Executive

Shu Wen graduated in 2010 with an honors degree in commerce from Liverpool John Moores University, UK. She joined Henry Goh Malaysia in 2011 as a Trademark Executive and has since become a valuable member of the team.

Shu Wen qualified as a Registered Trademark Agent in 2021 and was promoted to Senior Trademark Executive in 2022. She handles trademark portfolios, focusing on European clients, and supports legal counsel in trademark prosecution matters. Her expertise includes conducting searches, responding to office actions, attending hearings, and assisting in opposition matters. She also advises on Provisional Refusals under the Madrid Protocol and files copyright notifications and geographical indication applications.

Shu Wen is proficient with MyIPO's online filing system and ensures smooth processing of trademark applications. Outside of work, she enjoys globetrotting to expand her horizons, reflecting the global outlook of the IP field.



Natasha Chuah

Trademark Agent | Legal Executive

Legal Executive Natasha holds a BSc in economics from the London School of Economics and a Masters in commercial law. She is qualified to the Bar of England and Wales and the Malaysian Bar.

After returning to Malaysia, Natasha worked at a reputable law office and a boutique IP agency before joining Henry Goh in July 2021 as a Legal Executive. She assists the Senior Legal Counsel with trademark prosecution, liaising with the Malaysian IP Office, preparing filing documentation, and advising on trademark matters. Natasha manages a diverse portfolio of domestic and international clients.

In 2024, Natasha passed the Malaysian Trademark Agent Examination with flying colours and has joined the ranks of Trademark Agent from 2025 onwards.





Hakim Azman

Patent Agent

Hakim graduated with a Bachelor of Science (Hons) in Physics with Electronics from Universiti Malaysia Sabah in 2012. He began his patent career in 2013 and joined Henry Goh after serving as Assistant Head of Patents and Senior Patent Consultant at other IP firms.

Hakim became a registered Malaysian patent agent in 2019 and a registered industrial design agent. He handles patent and industrial design matters, including drafting, searches, and advising on prosecution of local and foreign applications. Hakim has worked with SMEs, research institutions, and multinational corporations.

Hakim enjoys classical martial arts, strength training, and spending time at the beach. He is a member of the Asian Patent Attorneys Association (APAA).



Ally Leong

Patent Agent

Ally graduated with an honours degree in Biochemistry from the University of Malaya in 2017. She joined Henry Goh the same year as a patent scientist, leveraging her scientific background to assist clients in protecting their innovations.

Ally became a registered patent agent in 2020 and a registered industrial design agent in 2021. She handles various aspects of patent and design law, including formalities, prosecution, and advising on patent and design protection. Her expertise spans fields such as furniture drawer systems, medical protection devices, tissue engineering, and recombinant gene technology. Ally also manages foreign patent applications in countries like Australia, China, and the USA.

Proficient in both spoken and written Chinese, Ally effectively communicates with Chinese-speaking clients and assists in translating content for social media and seminars. She is a member of the Asian Patent Attorneys Association (APAA).

Outside of work, Ally enjoys outdoor activities and cherishes time with family and friends.



Wong Qi Yuen

Patent Agent

Qi Yuen graduated with an honours degree in Mechanical Engineering from the University of Nottingham Malaysia in 2017. He joined Henry Goh as a patent engineer and became a registered patent agent in 2020 and a registered industrial design agent in 2021.

Qi Yuen's responsibilities include patent filing and prosecution, drafting patent specifications, and advising on industrial design protection. He has represented clients across various industries, including offshore engineering and robotics. His ability to communicate in Chinese endears him to clients who prefer that language.

Qi Yuen is dedicated to helping inventors protect their ideas and navigate intellectual property law. He also enjoys videography and photography, maintaining a healthy work-life balance.



Contact Us

Detailed Contact Information

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Head Office Location



Invitation to Connect

We invite you to connect with us to explore how we can assist you in protecting and enhancing the value of your intellectual property.