

# The Legal 500 Asia Pacific

## 2024

The clients' guide to law firms

### TAY & PARTNERS

6TH FLOOR, PLAZA SEE HOY CHAN  
JALAN RAJA CHULAN  
50200 KUALA LUMPUR

Tel: +60 3 2050 1888 Fax: +60 3 2031 8618

- Antitrust and competition
- Intellectual property
- Labour and employment
- Banking and finance
- Dispute resolution
- TMT (including Fintech)
- Corporate and M&A
- Real estate and construction

# TAY & PARTNERS

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## THE FIRM

Tay & Partners is a well-established, award-winning full service commercial law firm located in the heart of Kuala Lumpur. We serve the legal needs of a wide portfolio of clients both local and multinational across a broad spectrum of industry sectors.

Our comprehensive range of legal services is a testament to our skill set and the strong legal foundation upon which this firm is built. These qualities in addition to flexibility, responsiveness and personal rapport are hallmarks of this establishment.

When it comes to advocacy and counsel, our philosophy is to be critically responsive and attuned to the needs of our clients in an ever-changing, globalised environment. We respond to our clients' needs through collaborating closely and being completely committed to exploring every facet of a problem to find the best solution.

## MAIN CONTACTS

Department	Name	Email
Arbitration; Banking Litigation/Insolvency; Corporate/Commercial Dispute Resolution; Employment and Industrial Relations	Leonard Yeoh	<a href="mailto:leonard.yeoh@taypartners.com.my">leonard.yeoh@taypartners.com.my</a>
Arbitration; Banking Litigation/Insolvency; Corporate/Commercial Dispute Resolution	Cheah Soo Chuan	<a href="mailto:soochuan.cheah@taypartners.com.my">soochuan.cheah@taypartners.com.my</a>
Banking and Finance; Corporate & Commercial Advisory; M&A; Equity Capital Markets; Energy & Power; Infrastructure & Projects; Real Estate; Data Protection; Trade regulations and investment compliance	Chang Hong Yun	<a href="mailto:hongyun.chang@taypartners.com.my">hongyun.chang@taypartners.com.my</a>
Corporate & Commercial Advisory; M&A; Equity Capital Markets	Wong Mei Ying	<a href="mailto:meiying.wong@taypartners.com.my">meiying.wong@taypartners.com.my</a>
Intellectual Property; Data Protection; Franchising; Technology, Multimedia and Telecommunications (TMT)	Lee Lin Li	<a href="mailto:linli.lee@taypartners.com.my">linli.lee@taypartners.com.my</a>

#### LANGUAGES

English  
Malay  
Chinese

## STAFF FIGURES

Number of lawyers : 22

## MEMBERSHIPS

American Malaysian Chamber of Commerce  
Asian Patent Attorney Association (APAA)  
International Trade Mark Association (INTA)  
Lawyers Associated Worldwide  
Malaysian Intellectual Property Association (MIPA)

## OTHER

Contacts : Leonard Yeoh (leonard.yeoh@taypartners.com.my)  
Contacts : Lee Lin Li (linli.lee@taypartners.com.my)  
Contacts : Chang Hong Yun (hongyun.chang@taypartners.com.my)

## ANTITRUST AND COMPETITION

### TIER 2

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## INTELLECTUAL PROPERTY

### TIER 2

“ Praised for its ‘*extensive knowledge on IP matters*’, the team at **Tay & Partners** is led by Lee Lin Li, who is recognised for her skill in implementing anti-counterfeiting and anti-piracy strategies. The team is frequently engaged by domestic and international conglomerates, statutory bodies, and multinational corporations to act on various IP matters including the prosecution and registration of patents and trademarks. Elsewhere, the department handles IP litigation relating to passing-off and unfair competition, licensing disputes, and confidential information. NG Kim Poh is a valuable member of the group and specialises in various contentious and non-contentious matters including domain name disputes and industrial design rights. ”

#### Leading individuals

Lee Lin Li

Kim Poh NG

## LABOUR AND EMPLOYMENT

### TIER 2

Led by Leonard Yeoh, **Tay & Partners'** team assists on mandates ranging from employee contract and documentation creation, wrongful dismissals, and occupational safety to sensitive cases such as those involving claims of harassment in the workplace, and those involving issues of immigration. The team also advises clients on compliance issues associated with the Employment (Amendment) Act 2022. According to clients, Yeoh and associate Pua Jun Wen are '*in a league of their own*' and stand out for '*their indefatigable commitment to their clients*'.

#### Rising stars

Pua Jun Wen

## BANKING AND FINANCE

### TIER 3

“**Tay & Partners** offers a comprehensive practice, comprising of preparing loan and facility agreements, assisting with debt restructurings, Islamic financing transactions, and structured finance and securitisation. The group advises a wide range of clients including local and international banks, credit companies, borrowers, and money lending institutions. Chang Hong Yun heads the team and is frequently engaged in matters concerning cross border transactions, project financing, and regulatory compliance. Hoong Wei En is an asset to the department, with a particular focus on corporate real estate.”

## DISPUTE RESOLUTION

### TIER 3

“The disputes team at **Tay & Partners** counts financial institutions, local corporations, and international banks among its key roster of clients. Led by Leonard Yeoh, who has experience in appellate and arbitration proceedings, the practice regularly handles insolvency matters, corporate fraud litigation, class action lawsuits, and shareholder disputes. Cheah Soo Chuan is a key member of the group and focuses on commercial dispute resolution, tortious disputes, and negligence claims.”

#### Leading individuals

Leonard Yeoh



## TMT (INCLUDING FINTECH)

### TIER 3

“

Communications and multimedia, data protection and data privacy are core pillars of **Tay & Partners** offering; the group also regularly brings its extensive IP expertise to bear on development and licensing mandates for an array of major clients. Lee Lin Li is the key contact at the firm; she is well-placed to advise on personal data protection policies to ensure compliance with Malaysian data protection laws. Advising TMT clients on consent procedures and mechanisms for marketing stands out as a recent area of activity for Chong Kah Ye.

”

## CORPORATE AND M&A

### TIER 4

“Led by Chang Hong Yun, the practice at **Tay & Partners** is noted for its expertise in the financial services and fintech sectors, and advises its roster of clients on domestic and cross-border share acquisitions, and the documentation elements therein. Wong Mei Ying is another key contact in the group.”

## REAL ESTATE AND CONSTRUCTION

### TIER 4

“**Tay & Partners’** real estate offering is led by Chang Hong Yun. The team’s scope of work includes advising on the sale and purchase of plots of land, various land acquisition matters, and development projects. Elsewhere, the firm is recognised for its experience in handling large-scale corporate real estate transactions.”



## Hong Yun Chang

### WORK DEPARTMENT

Corporate & Commercial

### POSITION

Hong Yun heads the Mergers & Acquisitions as well as the Banking and Finance practice groups. Hong Yun has been a partner of Tay & Partners since 2000. He also handles real estate, personal data protection, regulatory compliance, corporate and commercial matters for a variety of clients both local and foreign. He regularly advised on cross-border transactions relating to mergers and acquisitions as well as banking and finance. Hong Yun also advises on foreign direct investment and acts for venture capital and private equity.

### CAREER

Hong Yun is a regular contributor to the Malaysian chapter for the World Bank on 'Starting a Business in Malaysia'. He also contributed to the Worldbank on laws and regulations that affect agricultural markets and productivity. He is the co-author for Malaysia chapter of the publication of "Mergers & Aquisitions 2nd Edition" by Global Legal Insights and "Private Mergers & Acquisitions in Malaysia" by Global Practical Law.

### LANGUAGES

English, Bahasa Malaysia (Malay language), Chinese

### MEMBERSHIPS

- Member of the Malaysian International Chamber of Commerce & Industry (MICCI)
- Member of Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCCI)
- Member of the Disciplinary Committee for the Advocates and Solicitors Disciplinary Board of Malaysia.

### EDUCATION

Graduated from Monash University, Australia with double degrees in the Bachelor of Science and Bachelor of Law. He was admitted as a Barrister and Solicitor of the Supreme Court of Victoria in 1991 and as an Advocate and Solicitor of the High Court of Malaya in 1993.



## Soo Chuan Cheah

### WORK DEPARTMENT

Dispute Resolution, Corporate & Commercial Litigation

### POSITION

Soo Chuan specialises in corporate and commercial dispute resolution. He has worked with leading Malaysian companies and international clients in both court litigation and arbitration at the Kuala Lumpur Regional Centre for Arbitration.

Soo Chuan has handled a broad spectrum of complex litigation matters, including contractual disputes, tortious disputes, negligence, defamation, shareholders' disputes, breach of directors' duties, construction disputes, aviation disputes, insolvency and receivership.

### CAREER

Soo Chuan is recognised in the area of dispute resolution by the Asia Pacific Legal 500. Soo Chuan regularly speaks and presents papers on issues relating to the areas of practice in dispute resolution. He has spoken in industry specific seminars and forum including those organized by the banks and companies. Soo Chuan is a co-author of a publication by CCH Pte Ltd on dispute resolution and debt recovery, including corporate insolvency, receivership and debt restructuring.

### LANGUAGES

English, Bahasa Malaysia (Malay language), Chinese

### MEMBERSHIPS

- Member of the Honourable Society of Lincoln's Inn, London
- Barrister-at-Law to the Bar of England and Wales
- Advocate & Solicitor of the High Court of Malaya
- Member of Malaysia-China Chamber of Commerce

### EDUCATION

Soo Chuan graduated with a Bachelor of Law (LLB) from the University of Leicester. He was called to the Bar of England & Wales as a Barrister at Law of the Honourable Society of Lincoln's Inn in 1995. He was admitted as an Advocate and Solicitor of the High Court of Malaya in 1996. He also holds a degree in Master of Business Administration (MBA) from the University of Nottingham.



## Lin Li Lee

### WORK DEPARTMENT

Intellectual Property, Data Protection, Franchising and Technology, Media and Telecommunication Practice Groups.

### POSITION

Partner and Head of Intellectual Property, Data Protection, Franchising and Technology, Media and Telecommunication Practice Groups. Lin Li's practice covers all areas of contentious and non-contentious IP work; IP litigation; anti-counterfeiting enforcement work; exploitation of IP rights; franchising; data protection; all aspects of technology, media and telecommunications.

### CAREER

Lin Li's practice spans all major areas of IP law covering both contentious and non-contentious work. Her work covers securing protection, advising on exploitation and enforcement of IP rights encompassing filing applications to grant and registration, maintenance of clients' IP registrations, providing freedom to operate opinion, pre-legal action opinion, risk management advice, IP commercialization and general advice pertaining to IP rights, coordinating ownership transfers and license recordal and coordinating multi-jurisdictional filings and maintenance.

She is also known for her work with clients on patent and trade mark litigations for infringement actions, invalidation actions, expungement actions, obtaining declaration of non-infringement and other interlocutory orders from the commencement of the civil action in the high court up until the appeal stage at the appellate courts.

Apart from this, Lin Li is recognized by multi-jurisdictional clients as a leading adviser and strategist for franchising, licensing and multi-channel marketing strategies with a particular expertise in advising businesses on the use of franchising as a tool for strategic growth and expansion.

She also advises on ancillary related IP rights such as data protection, food and drug regulation and licensing, gaming laws, commercial contracts, advertising, entertainment and media laws and technology and telecommunications related matters.

### LANGUAGES

English, Bahasa Malaysia (Malay language)

### MEMBERSHIPS

– Member of the Malaysian International Property Association (MIPA); – Member of the International Trade Mark Association (INTA); – Member of the Asian Patent Association Attorneys (APAA); – Member of the Asean Intellectual Property Association (Asean IPA)

### EDUCATION

Lin Li graduated from the University of Leeds with an LL.B (Hons) in 1999 and obtained her Certificate in Legal Practice in 2000. She was admitted to the Malaysian Bar as an Advocate and Solicitor in 2001.



## Mei Ying Wong

### WORK DEPARTMENT

Corporate & Commercial Practice

### POSITION

Mei Ying is a partner in our corporate practice group with focus on mergers and acquisitions ("M&A"), corporate finance, equity capital markets and corporate advisory.

She has advised public listed companies, private companies and private equity funds on numerous M&A transactions in various sectors including food and beverage, education, logistic, digital media platform, insurance and premium supermarket chain. Notable transactions include acquisitions of premium supermarket chain and tertiary education provider by private equity funds. Mei Ying has also advised a public listed company on its acquisition of food and beverage companies with well-known brands as well as disposal by a public listed company of its subsidiaries involved in the business of online social media services.

### CAREER

On cross-border M&A transactions, Mei Ying has been involved as the Malaysian counsel for companies listed on the NASDAQ and the Stock Exchange of Hong Kong on their respective acquisitions in the semiconductor and solar energy sectors.

She has acted for various companies on initial public offerings and listing exercises on the Main Market and ACE Market of Bursa Malaysia. Her experience in corporate finance transactions and equity capital markets include subscription of securities in public and private companies, private placement, rights issue of shares and warrants, dividend reinvestment plan and employees' share option scheme.

Mei Ying has also advised on matters pertaining to corporate and commercial laws such as advising on joint ventures, shareholders' agreements, and issues under company law as well as drafting of various commercial agreements and transactions documents.

### LANGUAGES

English, Bahasa Malaysia (Malay language)

### MEMBERSHIPS

- Advocate & Solicitor of the High Court of Malaya
- A member of The Honourable Society of the Inner Temple

### EDUCATION

Mei Ying graduated with a Bachelor of Laws (Hons) from the University of Sheffield, United Kingdom. She was called to the Bar of England and Wales in 2007. She was admitted as an Advocate and Solicitor of the High Court of Malaya in 2008.



## Leonard Yeoh

### WORK DEPARTMENT

Dispute Resolution, Employment and Industrial Relations

### POSITION

Partner and Head of Dispute Resolution, Employment and Industrial Relations. He specialises in corporate and commercial litigation disputes, arbitration, labour and employment, building and construction.

Leonard has substantial trial, appellate and arbitration experience and has litigated as counsel at all levels of the Malaysian and Singaporean court hierarchy as well as domestic and international arbitrations, representing mainly blue-chip corporate clients and foreign multinational companies. From 2001 to 2002, he practiced with one of Asia-Pacific's premier law firms, based in Singapore and has acted as counsel in numerous cases before the High Court of Singapore and conducted domestic and international arbitrations held in Singapore.

Leonard specialises in corporate and commercial litigation and has handled a broad spectrum of litigation and arbitration, including corporate and commercial disputes, labour and employment, building and construction, intellectual property, projects and infrastructure, private equity, venture capital, banking and finance, defamation, insurance and reinsurance, technology, professional indemnity, insolvency, media and entertainment law, sports sponsorship and marketing law, media advertising law, aviation law and common law claims. A number of cases where he has appeared as counsel in court have created legal precedent and a significant number of these cases have been reported in various leading legal journals and newspapers both in Malaysia and Singapore.

### CAREER

Leonard is consistently rated and ranked as Malaysia's pre-eminent dispute resolution and employment lawyer by Chambers Asia, the Asia-Pacific Legal 500, Asialaw Leading Lawyers, The Guide to the World's Leading Labour and Employment Lawyers, The International Who's Who of Management Employment Lawyers and Asian Legal Business (ALB). Leonard has been nominated as one of the Disputes Stars at the Asia-Pacific Dispute Resolution Awards in Hong Kong for consecutive years.

### LANGUAGES

English, Bahasa Malaysia (Malay language), Chinese

### MEMBERSHIPS

– Officer & Chair of the Publications Committee of the Inter-Pacific Bar Association (IPBA); – Vice-Chair of the Employment & Immigration Law Committee of Inter-Pacific Bar Association (IPBA); – International Chamber of Commerce (ICC) Malaysia's Arbitration Committee; – Member of the Home Affairs & Human Resources Committee and also the Arbitration & Legal Affairs Committee of the Malaysian International Chamber of Commerce and Industry (MICCI); – Member of the Federation of Malaysian Manufacturers (FMM)'s Human Resource Management Committee.