



**Teo Xuan Lang**  
*Director, Intellectual Property*

LL.B., Singapore Management University (2015)  
Advocate & Solicitor of the Supreme Court of Singapore (2016)  
Certified Information Privacy Professional/Asia (CIPP/A)  
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## ABOUT XUAN LANG

Xuan Lang advises clients on all areas of intellectual property (IP) law, with particular expertise in trade marks, copyright, patents, designs, and domain names.

Xuan Lang has an active practice in brand protection, IP enforcement and anti-counterfeiting matters. He represents clients in proceedings before the Singapore courts and various IP tribunals. He regularly works with enforcement authorities in collaborative enforcement efforts.

Xuan Lang also specialises in IP-related transactional matters and IP portfolio management. He advises clients on the commercialisation and exploitation of IP and assists with drafting, reviewing and negotiating IP-related agreements.

On both contentious and non-contentious fronts, Xuan Lang's clients come from across business sectors. They range from multinational corporations to local small and medium-sized enterprises.

Xuan Lang's corporate and regulatory experience includes a brief stint as Assistant Chief Counsel to the Info-communications Media Development Authority (IMDA), where he also advised on the Personal Data Protection Commission's matters. He is a Certified Information Privacy Professional/Asia (CIPP/A).

Xuan Lang graduated from the Singapore Management University in 2015 and was called to the Singapore Bar in 2016. While at SMU, he received the Emeritus Professor Gerald Dworkin Prize for the Best Student in Intellectual Property Law.

## EXPERIENCE

Xuan Lang's sample matters and experience include the following:

### Contentious IP matters

- **Tata Sons Private Limited v Tata's Natural Alchemy, LLC [2022] SGIPOS 15.** Successfully represented Tata's Natural Alchemy, LLC in defending an opposition to its composite "TATA HARPER & device" mark brought by Tata Sons Private Limited based on its "TATA" mark.
- Succeeded in a striking out application in a trade mark infringement dispute between two television content providers.
- Acted for a telco in a trade mark infringement suit filed by an Internet content provider.
- Acted for a game development company in a copyright infringement suit.
- Acted for an educational testing organisation in UDRP proceedings.
- Represented clients in mediation proceedings in the WIPO Arbitration and Mediation Centre.
- Handling trade mark opposition, invalidation, and revocation proceedings in the Registry of Trade Marks.
- Handling patent revocation proceedings in the Registry of Patents.
- Acting for clients including luxury brands, liquor companies and electronics manufacturers in anti-counterfeiting matters with enforcement authorities.
- Acting for clients including FMCG companies, F&B service providers and hotels in passing off disputes.

## Non-contentious IP matters

- Negotiating, drafting and reviewing IP-related agreements arising from the acquisition, divestment or licensing of IP.
- Negotiating, drafting and reviewing IP-related agreements in relation to brand partnerships and research collaborations.
- Conducting IP due diligence exercises in connection with IP audits and mergers and acquisitions.
- Managing IP portfolios and advising on trade mark registration, brand strategy, and clearance matters.
- Advising clients on IP-related aspects of employment agreements, including confidentiality, ownership of employee-created IP and inventor remuneration.
- General advisory work, including reviewing advertisements and promotions, product packaging for compliance with local regulations, and advising on best practices relating to use of third party trade marks and copyright.

## ACCOLADES

**The Legal 500 Asia Pacific**  
Intellectual Property 2024 –  
Rising Star



*“Teo Xuan Lang is extremely sharp and thorough. He is able to distill the key issues in a dispute to achieve the most efficient and favourable outcomes for us. An expert in IP law.”*

## World Trade Mark Review 1000

Prosecution and Strategy 2024 – Bronze band

*“Xuan Lang is a brilliant mind and an incredibly sharp lawyer. His advice is extremely clear and well thought out. He also has a keen awareness of the commercial considerations in each case and therefore is able to deliver the best outcome.”*

## asialaw Leading Lawyers 2024 edition

*“Xuan Lang has been efficient in handling our case and always provides valuable alternative options for our consideration. This is helpful as it leaves no stone unturned, which may increase the probability to succeed in the proceedings.”*

*“Xuan Lang is extremely sharp and thorough. He is able to distil the key issues in a dispute to achieve the most efficient and favourable outcomes for us. He has deep foresight while bearing in mind commercial realities and practical considerations. All advice from him is extremely well-thought-out and backed up by firm legal foundations. An expert in IP law, he is able to explain and argue complicated legal concepts with clarity and punch.”*

*“Siau Wen Lim and Xuan Lang Teo from Drew & Napier represented us and have acted professionally to assist to resolve trademark issues with Starbucks. Their expertise in IP field is highly commendable and eventually the issue has been resolved with a positive outcome.”*

## PUBLICATIONS

- The Singapore chapter of Trade Marks & Copyright, *Chambers Global Practice Guides*, 2024
- “The Role of Acquired Distinctiveness in the Marks-Similarity Analysis” [2020] SAL Prac 9

## APPOINTMENTS/MEMBERSHIPS

- Member, Law Society of Singapore
- Member, Singapore Academy of Law
- Member, International Association of Privacy Professionals
- Member, Institute of Singapore Trade Mark Agents