

Specialist Mediator's Curriculum Vitae

Personal Particulars

First Name: Woon Chooi

Last Name: Yew

Designation: Consultant

Organisation: Orion IP / Ares Consultancy

Nationality: Singapore

Languages (Native and/or professional working proficiency): English (Professional); Chinese (conversational); Cantonese (conversational)

Mediation Practice Areas

Please select as many areas as may be applicable. This information will be included in SIMC's website.

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| <input type="checkbox"/> Accountancy | <input type="checkbox"/> Mining |
| <input type="checkbox"/> Aviation & Airports | <input type="checkbox"/> Workplace Health & Safety |
| <input type="checkbox"/> Banking/Finance | <input type="checkbox"/> Oil & Gas |
| <input checked="" type="checkbox"/> Business Interruption analysis | <input checked="" type="checkbox"/> Real Estate |
| <input type="checkbox"/> Energy | <input checked="" type="checkbox"/> Risk Management |
| <input checked="" type="checkbox"/> Information Technology | <input type="checkbox"/> Scientific Forensics |
| <input checked="" type="checkbox"/> Intellectual Property | <input checked="" type="checkbox"/> Sports Disputes (Law & Infrastructure) |
| <input type="checkbox"/> Infrastructure/Construction/Engineering | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Maritime & Shipping Logistics | <input checked="" type="checkbox"/> Others (please specify) Commercial, Franchising, employment, Entertainment |

Educational/Professional Background

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| 1987 | - Bachelor of Law (Second Upper Honours), National University of Singapore |
| 1987 | - Assistant Registrar of Trade Marks and Patents |
| 1987 to 1989 | - Part time lecturer on Litigation for law students, National University of Singapore |
| 1988 | - Admitted as Advocate and Solicitor of the Supreme Court of Singapore |
| 1989 | - Assistant Official Assignee and Public Trustee |
| 1990 | - Drew & Napier |
| 1994 | - Helen Yeo & Partners (subsequently became Dentons Rodyk & Davidson) |
| 2002 | - Registered Patent Agent, Intellectual Property Office of Singapore |
| 2005 to 2008 | - Part time lecturer on "Franchisor and Franchisee Relations" in 2005, 2006 and 2008 for Specialist Diploma in Franchise and Enterprise Management conducted by Ngee Ann Polytechnic |
| 2019 | - Certified Information Privacy Professional (CIPP/A), International Association of Privacy Professionals (IAPP). |
| 2021 | - Real Estate Salesperson Examination, Council for Estate Agencies |

Woon Chooi started her career in the Legal Service as the Assistant Registrar of Trade Marks and Patents hearing IP disputes. She was then transferred to assume another role as the Assistant Official Assignee and Public Trustee, administering bankruptcy and companies winding up cases.

Woon Chooi left the Legal Service to join the Intellectual Property practice group of Drew & Napier. She then joined the Corporate and IP practice group of Helen Yeo & Partners (now known as Dentons Rodyk & Davidson).

Woon Chooi was one of very few lawyers who successfully managed a litigation practice, as well as a corporate commercial solicitor's practice. She had represented clients in high stake civil intellectual property (IP) cases, as well as criminal IP cases. One notable court case was when she defended a generics pharmaceutical company in one of the first "second medical use" lawsuits in Singapore, commenced by Novartis in relation to a patented medication. Woon Chooi managed to achieve a successful outcome which enabled the generics company to supply the Singapore market with a cost-effective alternative medication.

The highlights of Woon Chooi's corporate and commercial law practice includes advising:

- Jetstar on the Valueair-Jetstar merger;
- StarHub in negotiations with Singtel in relation to the Network Lease Agreement for StarHub to carry out Cross Carriage requirements;
- Saudi Arabia's Reza Group in its purchase of McDonalds franchise rights for Singapore and Malaysia; and
- Rancak Selera Sdn Bhd (Malaysia's sovereign wealth fund company) on its franchise rights upon its acquisition of a 100% stake in Burger King Singapore Pte Ltd.

Woon Chooi was one of the pioneer lawyers in the franchising industry in Singapore. In the 1990s, she was instrumental in setting up the Franchising and Licensing Association (Singapore) or "FLA", an association of franchising businesses. For many years Woon Chooi was a judge of the FLA's prestigious Franchise Awards.

Woon Chooi was one of the lead senior partners in Dentons Rodyk & Davidson providing advice on personal data protection, privacy and cyber-security issues.

After 30 years of legal practice, she stepped down as a partner of Dentons Rodyk & Davidson to pursue her personal interests. Woon Chooi became a licensed realtor and an actress, giving her valuable insights into the real estate and entertainment industry.

Woon Chooi continues to provide strategic advice in her capacity as a consultant with Orion IP (a boutique IP firm), and Ares Consultancy (a consultancy providing commercial advice).

Mediation Style

Diligence in reviewing all documents submitted for the mediation session, attentive to each party's case, seek to achieve a fair win-win solution for both parties.

Mediation Experience

During her 30 year legal career, Woon Chooi has represented her clients in many mediation sessions.

Mediation Education and Training

2022- Specialist Mediator Workshop (Singapore), Singapore International Mediation Centre.

Some Professional Affiliations

Asian Patent Attorneys Association (APAA)

- Treasurer and Ex-Co Member of APAA HQ (International association) (2012 to 2021)
- President of APAA Singapore Group (2012 to 2015)
- Vice-President of APAA Singapore Group (2009 to 2011)

- Honorary Secretary of APAA Singapore (2006 to 2008)
- Ex-Co Member of APAA, Singapore Group (1998, 2005)
- Singapore Representative for Designs Committee of APAA HQ (2003 to 2006)
- Singapore Representative for Trade Marks Committee of APAA HQ (1997 to 2002)
- Member of the Publications Committee of APAA HQ (1996 to 2000)
- Member of organizing committee of APAA Conference in Singapore (1998 and 2008)

Law Society of Singapore

- Member of the Intellectual Property Committee (1996 to 2012)
- Chairperson of Competition Law Sub-Committee of the IP Committee (2006)
- Chairperson of Info-Media Sub-Committee of the IP Committee (2003 -2005)
- Member of the Young Lawyer's Committee (1997 and 1998)
- Adviser for the Newspaper Legal Advice Column (1996)
- Case reporter for the Singapore Law Gazette (1995)

Franchising and Licensing Association, Singapore (FLA)

- Founding member and honorary legal adviser to FLA (1993 to 2019)
- Judge for Franchise Awards organised by FLA (2005 to 2019)

International Trade Mark Association (INTA)

- Member of Classification Committee (2006 to 2008)
- Member of Geographical Indications Committee (2004 to 2005)
- Member of INTA Bulletin Publishing Committee (1997 to 2001)
- Member of Counterfeiting and Enforcement Committee (1995 to 1996).

Other appointments

- Ex-Co Member of the Licensing and Executives Society (2003)
- Honorary Consultant on Intellectual Property Matters to the Consumer Association of Singapore (August 1996 to 2003)
- Volunteer adviser for the Patents Clinic run by the Productivity and Standards Board (1996 to 2002)
- Member of Franchising Standing Committee of LAWASIA (1999 to 2001)
- Contributor for IP Asia, an IP publication

Testimonials (optional)

Woon Chooi has received many accolades in the course of her 30-year legal career. These include:

- Leading Business Lawyer (International Who's Who);
- Leading IP Lawyer (Chambers Asia Pacific, Legal 500 Asia Pacific, Asialaw Profiles);
- Leading Licensing and Franchising Lawyer (Euromoney Legal Media, Who's Who Legal, International Who's Who, Asia IP Experts); and
- Leading Lawyer for IT, Telco & Media (Asialaw Profiles, Legal 500 Asia Pacific).