

Jern Ern, Chuah

Chief Executive Officer
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Background

Jern is the Chief Executive Officer and founder of Advanz Fidelis IP Sdn Bhd (ADVANZ), a member of the QANTM Group. With a career in intellectual property spanning over twenty-five years, his work experience encompasses all aspects of Intellectual Property practice; from registration to litigation, and advisory to consultation.

Jern is a Registered Patent, Trade Mark, Industrial Designs and Geographical Indications Agent of Malaysia.

Key Skills

Jern is the lead consultant in intellectual property management and strategy, having spent the past two decades advising on all areas of intellectual property across a vast variety of industries.

Jern's day-to-day activities include the provision of practical business and strategic advice to clients on how to effectively tie IP and business activities together to increase their competitiveness and success in their industries. He is especially involved in dispute-related resolutions, and excels in planning and guiding the strategy for the clients in order to achieve a satisfactory outcome. In the area of IP valuation, Jern was the sole representative from Malaysia to sit on the UNCITRAL Experts Group on Security Interests in IP, representing the views of developing countries in the development of the IP Annex to the Legislative Guide on Secured Transactions dealing with security rights in IP. Jern was the IP advisor to the State Government of Sarawak (a state in the east of Malaysia) for the development and setup of a suitable IP structure for the pooling of all the State's IP resources.

Jern continues to be identified and recognized as one of Asia's leading consultants in intellectual property through various awards. He is the only Malaysian to be recognized as one of the top IP strategists in the world (IAM 300 World's Top 300 IP Strategists), and has also been nominated and selected to feature in the WTR1000 – World's Leading Trade Mark Professionals, the IAM1000 – World's Leading Patent Practitioners, Managing IP's IP Stars, Asialaw's Leading Lawyers, the Expert Guide to the World's Leading Patent Law Practitioners and more.

Jern Ern has penned numerous articles, broaching various intellectual property subjects, which have been published in specialist intellectual property magazines and journals,

and he also features in local print and electronic media in matters relating to intellectual property. He is a regular presenter of papers and publications on intellectual property at local and international conferences, universities, seminars and symposiums, and he also frequently conducts intellectual property training and education seminars for clients across all industries. His ability to convert complicated subject matter into easy to understand, practical information continues to receive praise from training participants.

Jern graduated from the University of Nottingham, United Kingdom where he was conferred a LL.B (Hons) with first class honours in the area of Trade Finance and Security Law; he is also an Advocate & Solicitor of the High Court of Malaya (non-practicing) and a Barrister At Laws (Lincoln's Inn) of England. He is also a Registered Patent, Trade Mark, Industrial Design and Geographical Indications Agent of Malaysia, and is a Foreign Member of the Chartered Institute of Patent Attorneys, UK.

An active member of the Intellectual Property organisations, groups and circles, Jern served as Subcommittee Chair of the Indigenous Rights Committee of the International Trade Mark Association (INTA), a Council Member of the Asian Patent Attorneys Association (APAA), and was the founding president of the Intellectual Property Alumni Association of Malaysia (IPAAM), and association for the awareness and dissemination of information on intellectual property.

Jern and his team continue to innovate and develop new services in the area of IP asset management, symbiotic business and IP management strategies, IP audits, IP education programs and IP archival programs, providing clients with a full range of extended IP services to protect, manage and exploit their intellectual assets.

Armed with an abundance of work experience and knowledge, Jern takes it as his personal responsibility to impart all that he has seen and heard, learnt and experienced to his team members at Advanz Fidelis. He steers the company by example and is an ever patient and ready mentor.

Qualifications

- LL.B (Hons), University of Nottingham, United Kingdom
- Advocate & Solicitor of the High Court of Malaya (non-practicing)
- Barrister At Laws (Lincoln's Inn) of England
- Registered Patent, Trade Mark, Industrial Design and Geographical Indications Agent of Malaysia

Key Areas

- IP strategy
- IP policy
- IP valuation
- IP commercialization
- IP dispute resolution
- Mediation & negotiations
- Litigation strategy & support
- IP education

Awards

- IAM Strategy 300 – Recommended Individual
- WTR 1000 – Recommended Individual and Firm
- IAM Patent 1000 – Recommended Individual and Firm
- Asialaw Leading Lawyer – Intellectual Property
- Expert Guides - Guide to the World's Leading Patent Practitioners
- Expert Guides - Guide to the World's Leading Trade Mark Practitioners
- Managing Intellectual Property – IP Stars (Patents)

Memberships

- International Trademark Association (INTA)
- Asian Patent Attorneys Association (APAA)
- Association of European Trade Mark Owners (MARQUES)
- Chartered Institute of Patent Attorneys (CIPA)
- Licensing Executives Society Malaysia (LESM)
- Malaysian Intellectual Property Association (MIPA)

Current & Past Appointments

- Council Member, Asian Patent Attorneys Association Malaysian Group
- Former Subcommittee Chair, Indigenous Rights Committee, International Trademark Association (INTA)
- Former Committee Member, Indigenous Rights Subcommittee, International Trademark Association (INTA)
- Former Committee Member, Security Interests Subcommittee, International Trademark
- Former Committee Member, Intellectual Asset Management Committee, Association of European Trade Mark Owners (MARQUES)
- Former Hon. Secretary, Asian Patent Attorneys Association (APAA) Malaysian Group
- Former Hon. Treasurer, Entrepreneur's Organization (EO) Malaysia
- Former Vice President, Malaysian Intellectual Property Association (MIPA)
- Former Committee Member, Negotiations & Mediations Group, Malaysian Franchise Association (MFA)
- Founding President, Intellectual Property Alumni Association of Malaysia (IPAAM)

[Extras]

While not engrossed in intellectual property and developing new ideas, Jern is a voracious reader and may often be found immersed in a good book. He has also developed a great passion for tea, and spends a lot of his free time developing assets and fund raising for animal welfare charities and animal education programs.

Languages

- English
- Bahasa Malaysia
- Hokkien