

[www.pintas-ip.com](http://www.pintas-ip.com)



# PINTAS IP GROUP

## COMPANY PROFILE



**Structure**  
10 offices across Southeast Asia jurisdictions with customer service offices in US and China



**Our Team**

80+ IP Professionals qualified in Southeast Asia Jurisdictions (IP Attorneys, Patent Engineers and Financial Advisors)



**Clients**

3000+ clients (IP Owners and IP Firms)



**Innovation**

IPHall System: a web based realtime automated end to end case management system to manage critical deadlines and enhance user experience

**Experience**  
Founded in Year 1998  
20+ years of IP Experience



**Practice Area**



IP (Patent, Trademark Industrial Design, Copyright) Search and Protection Services For Southeast Asia.  
IP Monetisation (Capitalization, Finance, Structure, Enforcement, Education & Event, Tax & Valuation) Services

**Awards**



-IAM1000 Top 1000 Patent Firm for Year 2013-2023 by IAM Magazine  
-IPSTAR for Year 2019 - 2023 by Managing IP Magazine  
-IAM300 IP Strategies for Year 2022-2023 by IAM Magazine

**Track Records**



25,000+ IP applications successfully filed and protected in 150+ countries across the world

**PINTAS**



Today's Asset, Tomorrow's Value

INTEGRATED SOUTH EAST ASIA INTELLECTUAL PROPERTY

**Pioneer**



IP Venture Capital Fund (AIPO DEEP TECH FUND)  
IP Accelerator (IPSPACE)

**Pintas IP Group**

Today's Assets, Tomorrow's Value  
Email: [marketing@pintas-ip.com](mailto:marketing@pintas-ip.com)





# **China National Intellectual Property Administration (CNIPA)**

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**First Southeast Asian Patent Firm Awarded Foreign  
Patent Agency with Resident Representative Status  
in China by CNIPA**

# ABOUT PINTAS IP

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PINTAS is a multidisciplinary intellectual property boutique firm that specializes in providing customized solutions related to **patents, trademarks, industrial design, copyrights, trade secrets, and other forms of intellectual property assets.**

We possess the vision and capabilities necessary to assist our clients in achieving business success through intellectual property rights. The core of this vision is fully embodied in our company motto: "Today's Asset, Tomorrow's Value."

From the conceptualization phase to market launch, and at every stage in between, we safeguard, enforce, capitalize on, and explore avenues to expand your intellectual property assets. We transform your ideas into valuable business assets.







## **LOK CHOON HONG** **MANAGING PARTNER**

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Mr Lok Choon Hong is a qualified lawyer for Malaysia and Singapore, and is a registered patent, trademark and industrial design agent for Malaysia. He has been actively involved in the intellectual property (IP) field for over 20 years.

He has a Master of Laws Degree from the University of Cambridge, United Kingdom, an executive MBS degree from INSEAD, France/Singapore and E-MBA from Tsinghua University, China.

Apart from IP agency and consultancy works, Mr Lok is also actively involved in angel capital investment in IP based companies in Malaysia, Singapore and China. Currently, Mr Lok is the Chair of AIPO Business Angels Club and a partner of AIPO Deep Tech Venture Capital Fund.



# UNIQUE SELLING PROPOSITION

The key to our success is twofold:

Firstly, we boast a team of highly experienced and qualified intellectual property professionals who deliver quality and innovative solutions to our clients' intellectual property needs.

Secondly, we prioritize highly responsive and personalized customer service while upholding unwavering integrity

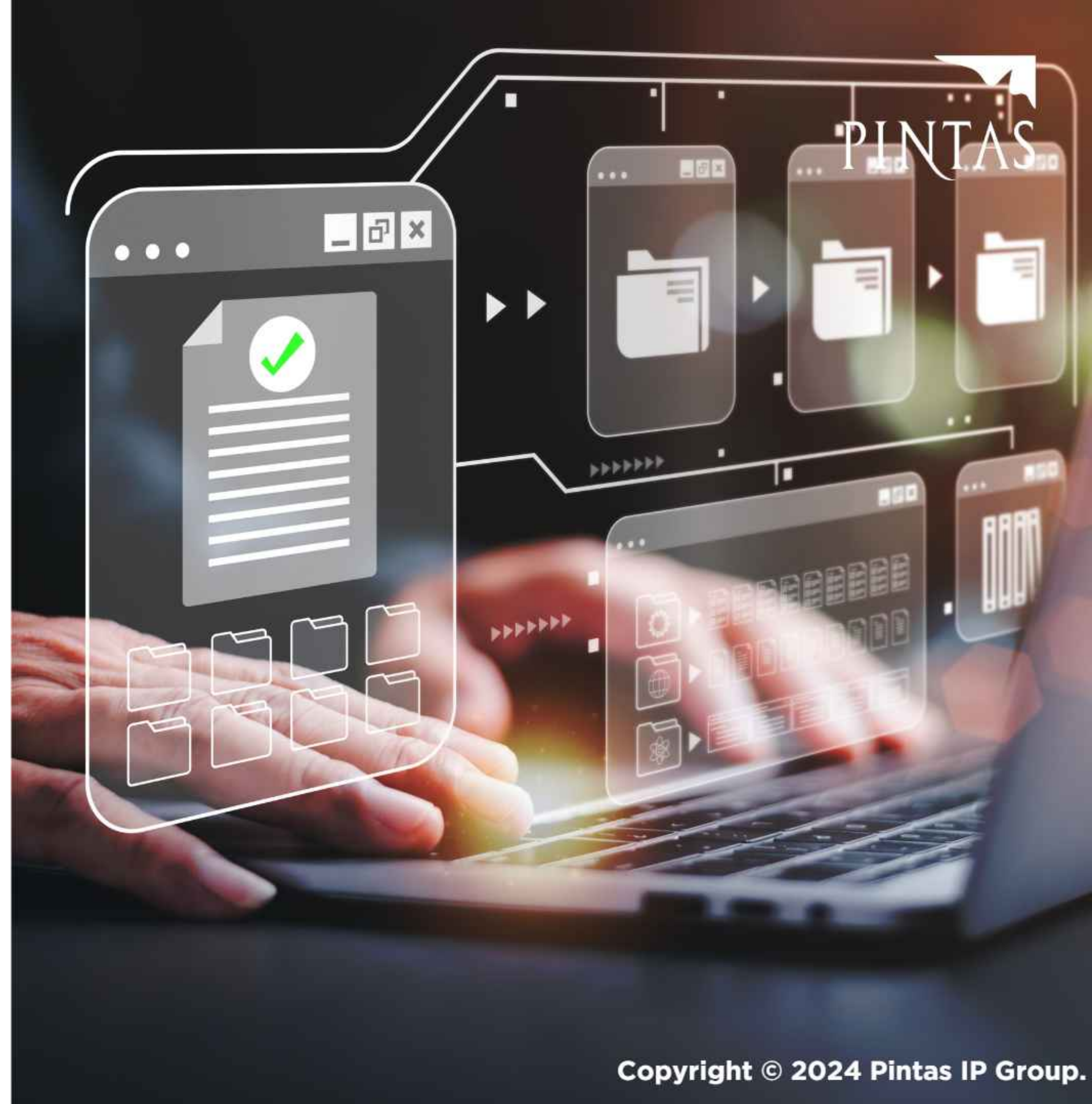


# OUR CLIENT BASE

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We serve companies and organizations in nearly every industry, from traditional manufacturers to high-tech multinationals and everything in between, including manufacturers, educational and research institutions, retailers and franchisors.

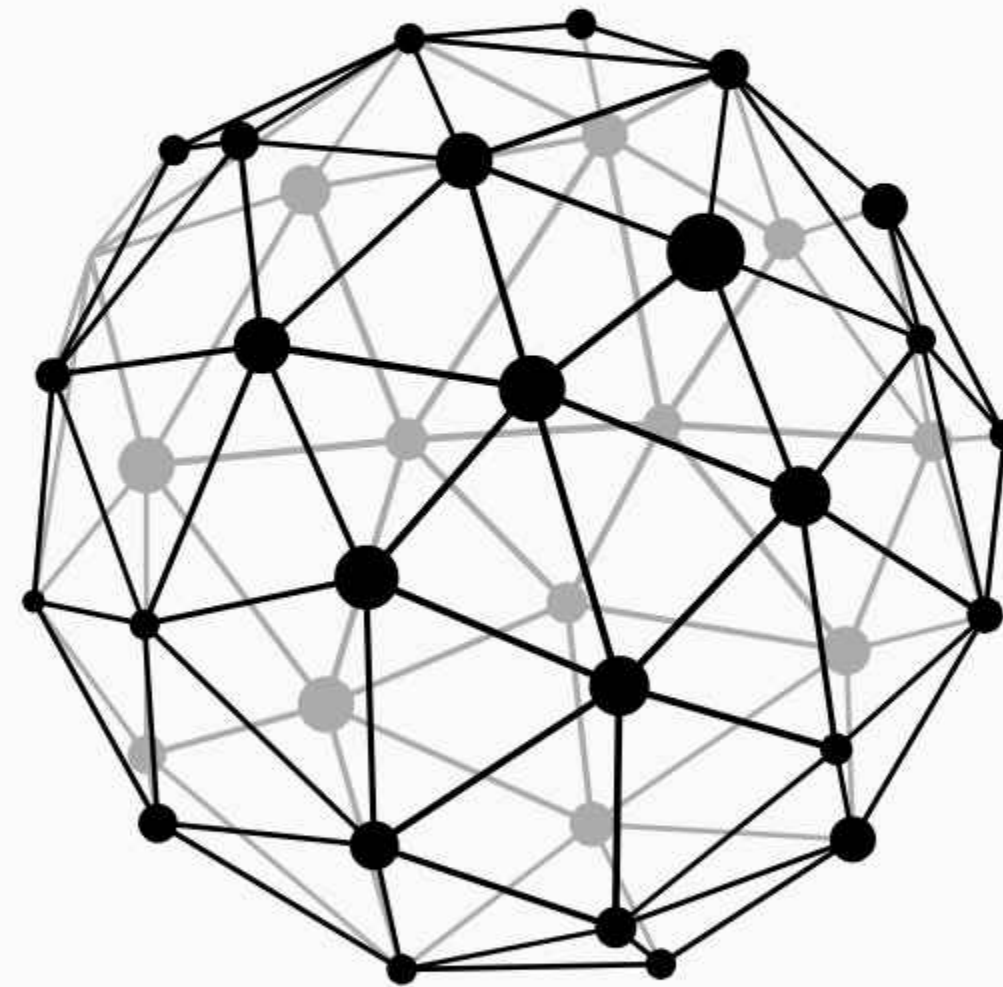
By developing and maintaining close relationships with our clients we could grow synergistically to attain our business success.





# OUR PARTNERS

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# OUR PEOPLE

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Our team of professionals comprises highly experienced and qualified intellectual property experts. They hold graduate or post-graduate degrees in a wide range of fields including sciences, engineering, law, and finance, covering comprehensive spectrums of intellectual property lines.

We possess a profound understanding of the specific needs of technology-related companies and their investors. This detailed knowledge and experience provide us with valuable insights and enable our attorneys to deliver the highest caliber of service, effectively addressing our clients' intellectual property challenges and leveraging their intellectual property rights.





# OUR MARKET OFFERINGS

## STRATEGY

### IP AUDIT / ANALYTICS

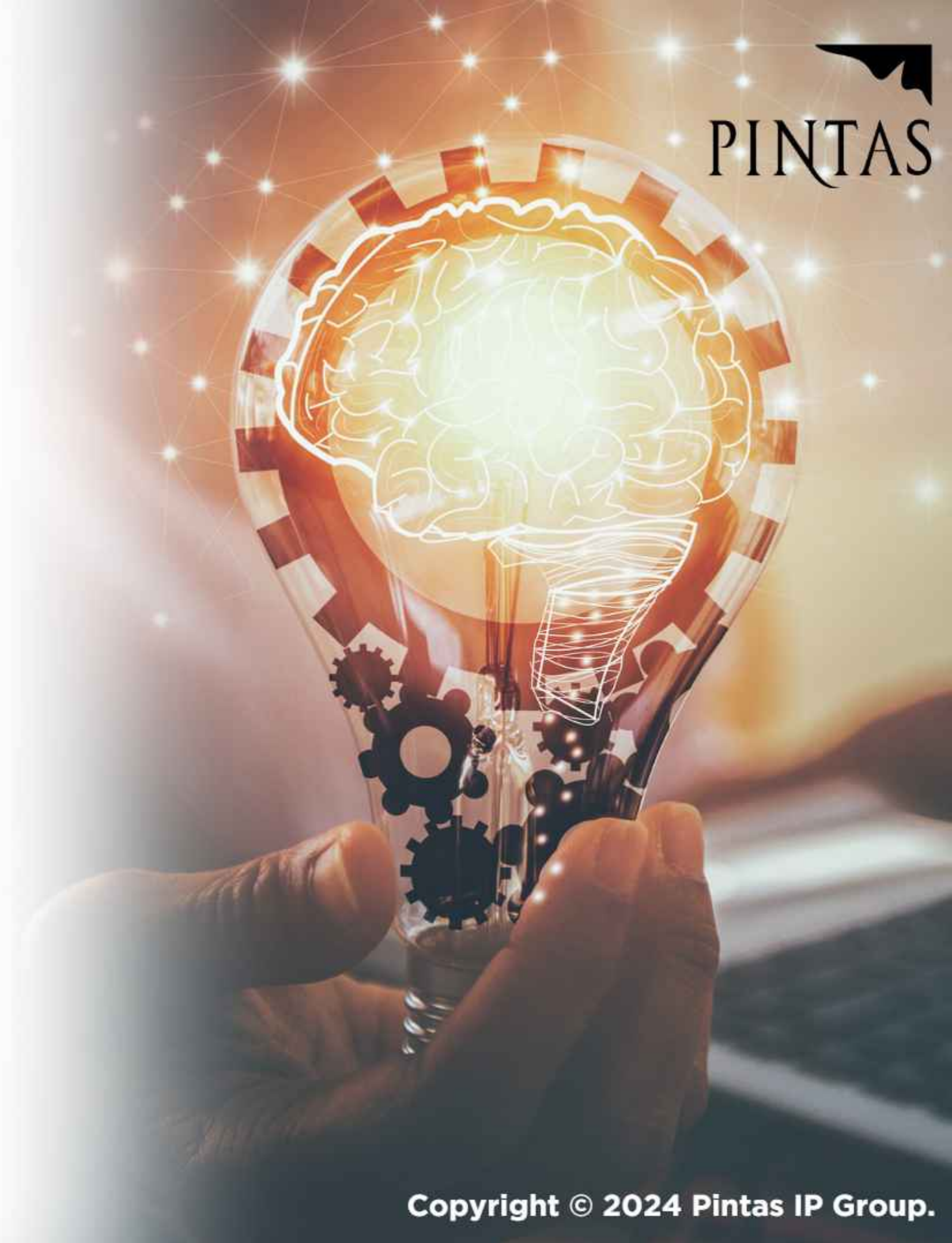
Take stock of your and your competitors' intellectual property assets and capabilities by way of **PINTAS IP AUDIT / ANALYTICS**

### IP STRATEGY/ TRAINING

Through **PINTAS IP STRATEGY**, we help to make intellectual property the center piece of your corporate strategy



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# OUR MARKET OFFERINGS

## LEGAL

### IP PROTECTION

Under **PINTAS IP PROTECTION**, we help to protect your intellectual property assets in of your strategic markets and production bases worldwide

### IP STRUCTURE

**PINTAS IP STRUCTURE** helps IP owners to set up a most favorable and tax-efficient corporate structure to own their IP assets

### IP ENFORCEMENT

**PINTAS IP ENFORCEMENT** helps IP owners to proactively protect your profit margin and market share from copycats through effective enforcement tactics





# OUR MARKET OFFERINGS

## FINANCE

### IP FINANCE

Under **PINTAS IP FINANCE** we raise funds through securitization of your IP assets

### IP TAX

**PINTAS IP TAX** helps turning your IP assets into tax planning tools

### IP VALUATION

Under **PINTAS IP VALUATION** we trace your revenue back to your IP Assets in order to account fairly and accurately the value of your IP assets



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# INTRODUCTION TO PATENT APPLICATIONS IN SOUTHEAST ASIA

Southeast Asia is one of the world's fastest-growing economic regions, with intellectual property protection gaining increasing significance. Leveraging our in-depth knowledge of the region's markets and patent regulations, we offer customized patent strategies for each country:

**Singapore:** Known for its innovation-friendly policies, Singapore offers an expedited patent process, with registrations completed in as little as six months.

**Malaysia:** A cost-efficient option, Malaysia serves as an excellent entry point for businesses expanding into Southeast Asia.

**Indonesia:** With vast market potential and a growing awareness of patent protection, Indonesia is an emerging hub for patent filings.

**Vietnam:** The booming manufacturing sector in Vietnam has led to a surge in demand for patent applications.

**Thailand:** With a strong emphasis on intellectual property protection, Thailand is ideal for high-tech companies looking to establish a foothold in the region.



# OUR AWARDS & RECOGNITIONS

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Patent Prosecution Ranking  
2019 - 2024



World Top 1000 Patent Firms  
2013 - 2024



World Top 300 IP Strategies  
2024





## PINTAS IP GROUP

### SINGAPORE OFFICE (新加坡)

PINTAS-IPHOUSE PTE. LTD. (200104671N)  
151 CHIN SWEE ROAD  
#12-14 MANHATTAN HOUSE  
SINGAPORE 169876  
TEL : +65-6250 2070  
FAX : +65-6737 1805  
MOBILE : +65-9747 2579  
EMAIL : PINTAS.SG@PINTAS-IP.COM

### KUALA LUMPUR (吉隆坡)

CORPORATE OFFICE  
SUITE 2B-21-1, LEVEL 21, BLOCK 2B,  
PLAZA SENTRAL, JALAN STESEN SENTRAL 5,  
KL SENTRAL, 50470 KUALA LUMPUR, MALAYSIA.  
MOBILE : +6012- 797 5077  
EMAIL : PINTAS.MY@PINTAS-IP.COM

### UNITED STATE OF AMERICA (美国)

PINTAS LLC (CUSTOMER SERVICE OFFICE)  
P.O. BOX 190943,  
BOISE, IDAHO 83719-0943,  
UNITED STATES OF AMERICA  
MOBILE : + (571)- 225 5624  
EMAIL : PINTAS.US@PINTAS-IP.COM

### CHINA (中国)

PINTAS LCW  
2216 & 2217 IPC, 983 HUANGPU AVENUE,  
EAST ROAD, HUANGPU DISTRICT,  
GUANGZHOU CITY,  
GUANGDONG PROVINCE, CHINA.  
EMAIL : INTL@LCWASSOCIATES.COM

### BRUNEI OFFICE (汶莱)

PINTAS COMPANY  
P.O. BOX 18, ANGGEREK DESA COMPLEX, BB3780  
BRUNEI DARUSSALAM.  
TEL : +673-873 8478  
FAX : +673-245 2112  
EMAIL : TMGLOBAL@PINTAS-IP.COM /  
PTGLOBAL@PINTAS-IP.COM

### HONG KONG CHINA (香港)

PINTAS LIMITED  
RM A5, 16/F, TML TOWER, 3 HOI SHING ROAD,  
TSUEN WAN, N.T.  
TEL : +852 5734 7369  
EMAIL : PINTAS.SG@PINTAS-IP.COM

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