



## Dr. Bahari Yeow Tien Hong

### Partner

With over 25 years of experience in the fields of intellectual property law and general litigation, Bahari heads the Intellectual Property and Technology, Media & Telecommunications practice. He has been ranked as a leading Tier 1 intellectual property lawyer in Malaysia by legal 500, where he was acknowledged as *“undoubtedly very knowledgeable in his field of practice — his commitment, passion and enthusiasm are commendable”*.

Chambers Asia Pacific ranked Bahari as a Ranked Lawyer and described him as *“often engaged by leading global and domestic brands on trade mark infringement cases”, noted for his expertise in all types of IP litigation”, “particularly hands-on and very conversant with IP matters in Malaysia,” and “customer-centric approach and adaptability to economic changes”*.

Asia Business Law Journal lists Bahari as one of Malaysia’s Top 100 Lawyers in 2021 and acknowledges his expertise in Litigation, Intellectual Property, Licensing & Franchising, Technology, Media and Telecommunications and E-commerce, Fintech, Blockchain & Cryptos.

His approachable but solution driven personality won him the Commended External Counsel of the Year by In-House Community.

Bahari is a qualified patent, trade mark and industrial design agent. He also sits as a Panellist at the Asian International Arbitration Centre (Domain Name Dispute Resolution). He served as a member of the Group Standing Committee for Copyright (2015-2018) of the Asian Patent Attorney Association (APAA) Malaysia.

Legal 500 commented:

*“They take the time to understand our industry and draw on their expertise when offering advice. Additionally, they make sure that their recommendations are in line with our own IP strategy in the field.”*

*“Bahari Yeow Tien Hong and Lim Zhi Jian are both exceptionally skilled, showcasing a remarkable depth of knowledge and expertise. Their insights are intricately detailed and highly informative, providing us with the critical information we seek. This thoroughness is an essential factor in our decision-making process, as it enables us to navigate complexities with confidence.”*

*“The team is very proactive and able to deliver beyond our expectations.”*

*“Bahari Yeow, who is our principal solicitor and counsel, is the best in this region. He is extremely knowledgeable, both in terms of the subject matter and the industry. He is well recognised and the industry regards him as one of the best practitioners.”*

*“Bahari Yeow is very knowledgeable, and practical in the approach for how to tackle cases. He is also good with client expectation management, making the client feel quite comfortable, but also confident due to the explanation and expectation setting for the clients.”*

*“The team stands out for its strong grasp of both contentious and non-contentious IP matters and for its ability to deliver clear, actionable advice quickly. We appreciate the team’s pragmatic approach, the quality of their drafting and advocacy and the way they anticipate client needs.”*

*“The individuals I have worked with are exceptionally dedicated and client-focused. They stand out because of their accessibility, commercial mindset and willingness to go the extra mile. What differentiates them from competitors is their ability to simplify complex IP issues and present solutions that are workable in practice, not just in theory.”*

*“Bahari Yeow Tien Hong and Lim Zhi Jian are particularly impressive for their industry knowledge and strategic foresight.”*

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## Qualifications

- PhD (Law) Universiti Malaya
- LL.M (Hons), University of Malaya
- LL.B (Hons), University of Nottingham
- Certificate of Legal Practice
- Advocate & Solicitor, High Court of Malaya

## Practice Areas

- Corporate Litigation & Risk Management
- Healthcare & Life Sciences
- Intellectual Property
- Technology, Media & Telecommunications (TMT)
- Information Technology & Software Advisory
- IT Project & System Implementation Disputes
- Digital & AI Advisory
- Franchise

## Awards / Accolades

- Top 100 Lawyers in Malaysia by Asian Business Law Journal (2020 - 2021)
- Ranked Lawyer and Ranked Firm in Intellectual Property by Chambers & Partners Asia Pacific (since 2019)
- Leading Individual and Leading Firm in Intellectual Property by The Legal 500 Asia Pacific (since 2017)
- Recommended Lawyer and Leading Firm Dispute Resolution by The Legal 500 Asia Pacific (2021)
- Elite Practitioner in Intellectual Property by asialaw (since 2020)
- Litigation Star and Recommended Firm in Intellectual Property by Benchmark Litigation (since 2020)
- Recommended expert for enforcement and litigation by World Trademark Review 1000 (since 2018)
- Recommended expert for prosecution and strategy by World Trademark Review 1000 (since 2018)
- Global IP Awards 2020 by World Trademark Review 1000 (2020)
- Market Leading Lawyers by asialaw (2019)
- Asia IP Rankings by Asian Legal Business (since 2019)
- Firm of the Year by World Trademark Review 1000 (2018)
- Commended External Counsel of the Year by In-House Community (2017)

## Publications

- Trade Marks Act chapter of the Malaysian Civil Procedure (Sweet & Maxwell, 2013,2015,2018)
- Intellectual Property, Global Comparative Guide (The Legal 500 Series, 2017)
- Intellectual Property in the Malaysian Precedents and Forms (LexisNexis)
- Media, Advertising, and Entertainment Law Throughout the World (Multilaw, 2018)
- Expert Guide — Intellectual Property (2018)
- Trademark Navigator (Lexology, 2019)
- Copyright Q&A (Chambers, 2019)
- Patent Litigation Guide (Chambers, 2019)
- Copyright Guide (Chambers, 2019)
- Trademark Guide (Chambers, 2019)
- The In-House Lawyer (Legal 500)
- Corporate Disputes Magazine - Trademark (Financier Worldwide, 2019)
- The Legal 500 Country Comparative Guides for Intellectual Property (2020 & 2021)
- Trademarks Law and Practice in Malaysia (2020 & 2021)
- Copyright Law and Practice in Malaysia (2020 & 2021)
- Patent Litigation Law and Practice in Malaysia (2020 & 2021)
- Trade Secrets 2021 Law and Practice in Malaysia

## Notable Reported Cases

- United Malaya Stores Sdn Bhd V. S Selapa Sivalingam & Anor [2022] 6 CLJ 469
- Rolls-Royce Plc & Anor v Saujana Hotel Sdn Bhd [2020] 7 MLJ 161
- Orange Business Services (Network) Sdn Bhd v Dealtel (Malaysia) Sdn Bhd And Another Suit [2019] MLJU 477; [2019] 1 LNS 771
- Re Pt Garudafood Putra Putri Jaya Tbk [2019] 11 MLJ 396; [2019] 1 LNS 660
- Philip Morris Brands Sarl v Goodness For Import And Export & Ors [2018] 7 MLJ 350; [2017] 10 CLJ 337
- Telekom Malaysia Bhd & Anor v CA Multimedia Sdn Bhd & Ors [2019] MLJU 1664; [2019] 1 LNS 2005
- Bank Kerjasama Rakyat Malaysia Bhd v Koperasi Amanah Pelaburan Bhd [2020] 11 MLJ 1; [2020] 6 CLJ 203
- Lau Yong Ying V The Bank Of Punjab & Ors [2018] 4 MLJ 88;
- Thene Arulmani Chelvi A/P Arumugam V London Weight Management Sdn Bhd [2019] 6 MLJ 439; [2020] 5 CLJ 260
- Chin Cheen Foh & Ors V Saujana Resort (M) Berhad [2018] MLJU 1332; [2018] 1 LNS 1421
- Dynacast (Melaka) Sdn Bhd & Ors V Vision Cast Sdn Bhd & Anor [2016] 3 MLJ 417; [2016] 6 CLJ 176
- Goodness For Import And Export V Phillip Morris Brands Sarl [2016] 5 MLJ 171; [2016] 7 CLJ 303

- Pentamaster Instrumentation Sdn Bhd V Qav Technologies Sdn Bhd & Ors [2016] MLJU 1494; [2017] 5 CLJ 736
- Lionex (M) Sdn Bhd V Allen Lim Lai Wah & Ors [2016] MLJU 967; [2016] 1 LNS 1799
- Kassim @ Osman Bin Ahmad V Dato' Seri Jamil Khir Bin Baharom Menteri Di Jabatan Perdana Menteri (Hal Ehwal Agama Islam) & Ors [2016] 5 mlj 258
- Philip Morris Brands Sarl V Goodness For Import And Export & Ors (No 1) [2013] 9 MLJ 351
- Philip Morris Brands Sarl V Goodness For Import And Export & Ors (No 2) [2013] 9 MLJ 484
- Berjaya Books Sdn Bhd & Ors V Jabatan Agama Islam Wilayah Persekutuan & Ors [2014] 1 MLJ 138
- Affin Bank Berhad V. Acp Industries Berhad [2013] 1 LNS 388
- RHB Bank Berhad V Seni Maju Sdn Bhd & Ors [2012] 1 LNS 530; [2012] 10 MLJ 1; [2012] 2 AMCR 860
- Arab Malaysian Credit Bhd V. Wong Choi Yoke [2012] 1 LNS 953
- Ultra Dimension Sdn Bhd V American Home Assurance Company And Rewardstreet.Com (Malaysia) Sdn Bhd (Third Party) [2009] 8 MLJ 643; [2009] 9 CLJ 589
- United Allied Empire Sdn Bhd V Pengarah Tanah Dan Galian Selangor & Ors [2018] 1 MLJ 661; [2017] 8 CLJ 173
- Berjaya Land Bhd V Wong Chee Hie & Ors [2012] 8 MLJ 129; [2011] 6 AMR 126; [2012] 4 CLJ 356
- Yong Sze Fan & Anor V Sharifah Bt Mohd Tamin & Ors [2008] 7 MLJ 803; [2008] 8 CLJ 613
- See Teow Guan & 12 Others V Liquidators Of Kian Joo Holdings Sdn Bhd (In Liquidation) & 3 Others [2008] 1 MLJ 305; [2008] 1 AMR 811; [2008] 1 CLJ 218
- Ummi Hafilda Bte Ali V Ketua Setiausaha Parti Islam Se Malaysia (Pas) & Ors [2006] 4 MLJ 761; [2006] 3 CLJ 252
- Gurdev Kaur A/P Bhag Singh V Bsn Commercial Bank (M) Berhad [2005] MLJU 638; [2005] 1 LNS 395
- Malayan Flour Mills Bhd V Teh Wee Kok [2005] 7 MLJ 247; [2005] 7 CLJ 213
- Datamicron Systems Sdn Bhd v. Datakraf Solution Sdn Bhd [2025] CLJU 2398
- Medcellence Manufacturing v. Getha (1969) Sdn Bhd [2025] CLJU 1361
- Lyte Malaysia Sdn Bhd v. Janwell Properties Sdn Bhd [2025] CLJU 844
- The New Straits Times Press (Malaysia) Bhd v. Aideah Communication Sdn Bhd [2025] 5 CLJ 661
- Wong Chee Choong v. Dato' Wong Lum Kong [2025] CLJU 1077
- SPM Energy Sdn Bhd & Anor v. Multi Discovery Sdn Bhd [2025] CLJU 410
- Horizon Global Sdn Bhd v. Atria Shopping Gallery Sdn Bhd [2024] CLJU 1946
- Saujana Resort (M) Bhd v. Chin Cheen Foh & Ors And Another Appeal [2021] 3