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# PROFILE



**Associate Director, Intellectual Property & Dispute Resolution  
Drew & Napier LLC, Singapore**

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**Qualifications**

LL.B. (Hons), National University of Singapore (2018)

Admitted to the Singapore Bar in August 2019

**Language**

English, Mandarin

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**FANG HUI**  
**LOO**

## ABOUT FANG HUI

Fang Hui is an Associate Director in our Intellectual Property & Dispute Resolution Department.

He regularly acts in a wide range of intellectual property disputes covering the full spectrum of patents, trade marks, passing off, copyright, registered designs, trade secrets, breach of confidence and domain name disputes. He has also acted in a variety of general commercial disputes including shareholder disputes, breach of contract, misrepresentation, unjust enrichment and employment disputes. He has appeared before all levels of the Singapore Courts as well as the IPOS Registry.

In addition to his contentious practice, Fang Hui also regularly advises on a broad range of non-contentious matters relating to intellectual property, including general brand protection, transaction due diligence, licensing, acquisitions, assignments, co-existence agreements and collaboration agreements.

## EXPERIENCE

Fang Hui has acted in contentious and non-contentious matters for clients across a wide variety of industries. Selected matters are set out below.

- Successfully acted for Ila Technologies Pte Ltd ("**Ila**"), an industry leader in state-of-the-art lab grown diamond technology, in a patent infringement suit commenced by Element Six Technologies Ltd ("**E6**") in HC/S 26/2016, CA 41/2020 and CA 96/2020. E6 is a subsidiary of the De Beers Group. Obtained a full victory for Ila in a groundbreaking judgment with the full revocation of both patents asserted by E6. In addition to revocation, the Court of Appeal also overturned the High Court's findings on infringement. Successfully obtained costs against E6 of more than SGD 3m.
- Acting for a Fortune 10 company in a high value patent infringement claim commenced by Salutica Allied Solutions Sdn Bhd involving Bluetooth technology. This action is part of an ongoing global patent dispute.
- Successfully acted for Golden Village Multiplex Pte Ltd ("**Golden Village**"), Singapore's leading cinema operator, in defending a claim in HC/S 1155/2019 commenced by the Composers and Authors Society of Singapore Limited ("**COMPASS**"). The dispute related to copyright licensing, alleged misrepresentation and breach of contract.
- Acted for the claimants, Dyson Technology Limited ("**Dyson UK**") and Dyson Singapore Pte. Limited ("**Dyson SG**"), in a patent infringement matter in HC/OC 661/2023. Dyson UK is the registered proprietor of Singapore Patent Application No. 11201607212X ("**SG212X**"), and Dyson SG is the exclusive licensee of SG212X. The commercialised product is the highly popular and commercially successful Dyson Airwrap, which embodies one or more claims of SG212X.
- Regularly acts for major pharmaceutical companies in patent-linkage proceedings, including Novartis AG in HC/S 206/2022, Eisai R&D Management Co Ltd in HC/OC 778/2023, and Kudos Pharmaceuticals Limited (a wholly owned subsidiary of AstraZeneca) in HC/OC 369/2024.
- Acted for Toh Kee Pte Ltd ("**Toh Kee**") in HC/S 151/2021. Toh Kee is one of Singapore's longest standing hawker brands with close to 100 years of history. The dispute related to the tort of passing off and the protection of well-known trade marks.
- Acted for Ziptrak Pty Ltd ("**Ziptrak**") in HC/S 787/2020. Ziptrak is a pioneer and global market leader in track guided blinds, and the dispute related to trade mark infringement and passing off.
- Acted for Sums Resources Pte Ltd and Dato Low Tuck Kwong in HC/S 736/2021. The dispute raised issues regarding undersea internet cable networks and the telecommunications licensing regime in Singapore and Indonesia, with a claim amount of over USD 21m.
- Advised on and conducted intellectual property due diligence for a cross-border transaction involving a listed company. The transaction involved hundreds of trade marks across multiple jurisdictions as well as several other forms of intellectual property assets including copyright and trade secrets.
- Advised on and conducted intellectual property due diligence for a cross-border transaction involving copyright in musical works.

## APPOINTMENTS/MEMBERSHIPS

- Member, Law Society of Singapore
- Member, Singapore Academy of Law