



**Ella Cheong** | Hong Kong  
PATENT, DESIGN & TRADEMARK AGENTS | Beijing

# Congratulations



Award being presented to Ms Ella Cheong by APAA president Mr. Kenji Yoshida

We at ELLA CHEONG (HONG KONG & BEIJING) are very proud to announce that our Founder and Chair Ms Ella Cheong was honoured as 1 of 4 recipients of the APAA Enduring Award "for engagement, contribution and loyalty" to the Association, at the first official launch of these awards by the Asian Patent Attorneys Association during the Farewell Banquet on 15th November 2011 at its Council Meeting held in Manila.

Ms Cheong has been extremely active and zealous throughout her entire professional life in her pursuit for recognition, respect and protection of IPRs in Asia.

On the home front, she was Chair of the IP Committee for many years and especially during the critical stage before the handover of Hong Kong to China, to ensure the IP laws then being enacted in place of the existing ones were in accordance with the highest standards in the world. She was subsequently admitted to the Roll of Honour, one of fewer than 10 in the entire history of the Law Society.

Apart from APAA (being the regional Association which was the first she was involved in), she has been active in several other international IP organizations. She served on the Board of Directors of INTA, receiving its Presidents Award. She was on Council at FICPI, being later admitted as a Member of Honour. For AIPPI she was Chair of the Delegates for all Independent Members, and represented all these Independent Members on the Council of Presidents and ExCo, and was one of the recipients in its first ever batch of Awards of Merit handed out.

Please join us in celebrating her latest Award with her.

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