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**Jern Ern CHUAH** is the Chief Executive Officer and lead consultant in Intellectual Property Management at ADVANZ FIDELIS Sdn. Bhd, an intellectual property specialist corporation in Malaysia. Jern and his team have been identified as one of Asia's leading consultants in Intellectual Property through various worldwide surveys and publications.

A Registered Patent, Trade Mark and Industrial Design Agent of Malaysia, Jern graduated from the University of Nottingham, UK where he was conferred a LL.B (Hons) with first class honours in the area of Trade Finance and Security Law; and he is also an Advocate & Solicitor of the High Court of Malaya (non practicing) and a Barrister At Laws (Lincoln's Inn) of England. Jern holds various posts in IP organizations in Malaysia and around the world.

Jern is a much sought after speaker on IP and is known for his ability to simplify complex IP topics and issues for general public consumption. He regularly presents papers and publications on intellectual property at local and international conferences, seminars and symposiums as well as for various IP guides and textbooks.

Apart from his day to day duties, Jern is presently actively involved in IP policy review and implementation, including being a member of the UNCITRAL Expert Group on Security Interests in Intellectual Property and the IP Advisor to a State Government in Malaysia.