

Asia IP / 2025 Asia IP Awards winners crowned in Kuala Lumpur

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Sixty-three firms from 24 Asia-Pacific jurisdictions took home trophies at the 16th annual Asia IP Awards, held November 6, 2025, at The Godown in Kuala Lumpur. The awards named top trademarks, patents, copyright and, for the first time, portfolio management practices as determined by in-house counsel from Asia, Europe and the Americas. More than 5,000 in-house counsel were polled by Asia IP magazine throughout the first part of 2025. The complete list of winners follows.



The historic Godown is located in the heart of Kuala Lumpur in a restored colonial-era warehouse, and is one of the city's premier arts and entertainment spaces. The Godown was designed to evoke a sense of openness, inclusiveness and interconnectedness between humans and nature, and aims to foster a more inclusive, caring and eco-centric society through its support of the local artist community and advocacy for nature conservation and social equity.

"Law firms are doing exceptional intellectual property work in Asia," said Asia IP publisher Darren Barton. "Each year, the competition to win an Asia IP Award becomes more and more competitive. Our winners should be proud of the recognition they've received from their peers."

Eighteen law firms won multiple awards at the event, in multiple practice areas, in multiple jurisdictions or a combination thereof. Regional powerhouse Tilleke & Gibbins won eight awards, including the regional Asia Pacific award for its patent work, its patent work in Cambodia, its patent prosecution work in Indonesia, its patent work in Laos, its work in Myanmar, its patent prosecution and patent litigation work in Thailand, and its patent prosecution work in Vietnam. Global firm Baker McKenzie-affiliated firms won six awards on the evening, including the regional Asia Pacific award for its trademark work, its trademark work in China, its patent litigation and portfolio management work in Hong Kong, its trademark litigation work in Indonesia (as HHP Law Firm), its copyright work in Malaysia (as Wong & Partners) and its trademark work in Vietnam. Bird & Bird won three awards, including the regional Asia Pacific award for its copyright work, its copyright work in China and its copyright work in Singapore (as Bird & Bird ATMD).

Other firms winning multiple awards included Allens for work in Australia; S&O IP for work in Cambodia, Laos, Mongolia and Vietnam; Deacons for work in China and Hong Kong; Nakamura & Partners and TMI Associates for work in Japan; Kenfox IP & Law Firm for work in Laos and Vietnam; Wong Jin Nee & Teo for work in Malaysia; AJ Park for work in New Zealand; Ali & Associates for work in Pakistan; Drew & Napier and Allen and Gledhill for work in Singapore; Kim & Chang and Lee & Ko for work in South Korea; and Pham & Associates for work in Vietnam.

The China awards given at the evening's ceremony honour international law firms for their work in China. Leading Chinese law firms are recognized annually with the Asia IP China Awards early each year.

"In-house counsel know that they'll get the results they're after by using lawyers and law firms based here in Asia and the Pacific," said Asia IP managing editor Gregory Glass. "The work done here is of excellent quality."

Asia IP is a vital source of intelligence for IP-owning companies active in Asia, and international law firms which want to keep ahead of the key issues. The magazine includes a range of in-depth features, news and analysis designed to meet the information needs of in-house counsel, senior business leaders and partners at Asian and international law firms.

The 2026 Asia IP Awards will be held in Hong Kong in November 2026.

– Asia IP

New Zealand

New Zealand Patent Prosecution Firm of the Year

Pearce IP is a boutique firm offering intellectual property specialist lawyers, patent attorneys and trademark attorneys to the pharmaceutical, biopharmaceutical and life sciences industries in Australia and New Zealand. Founder Naomi Pearce is Sydney-based; Auckland-based Paul Johns and Wellington-based Julie Ballance are part of the firm's leadership team. Johns is an IP dispute resolution specialist and heads the firm's litigation team in New Zealand; Ballance's practice includes contentious and non-contentious patent, trademark and designs services.



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HOME

JURISDICTIONS

IP EXPERTS

LAW FIRMS

EVENTS

MEDIA INFORMATION

TERMS AND CONDITION

PRIVACY POLICY

CONTACT US

SECTORS

PATENTS

TRADEMARKS

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MEDIA

ENFORCEMENT

DISPUTE RESOLUTION

IP MANAGEMENT

PHARMA & BIOTECH

LITIGATION

PROSECUTION

IT & TELECOMS