

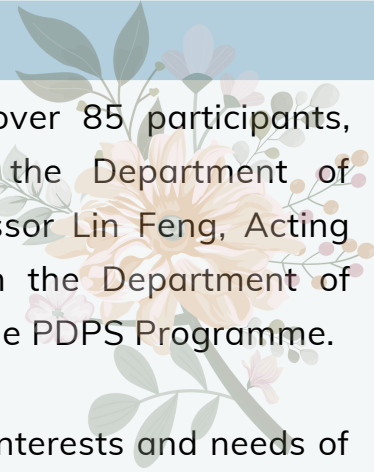
A FIRESIDE CHAT WITH THE MASTER - MS. ELLA CHEONG, JP - A PIONEERING INTELLECTUAL PROPERTY LAWYER AND RECOGNIZED ENTREPRENEUR IN ASIA

On 16 March 2023, Ms. Ella Cheong, JP gave a talk entitled “A Fireside Chat with the Master - Ms. Ella Cheong, JP – A Pioneering Intellectual Property Lawyer and Recognized Entrepreneur in Asia” to CityU law students and alumni. This seminar was part of the “Fireside Chat with the Master” seminar series developed by the School of Law Students’ Professional Development and Public Service Programme (“PDPS Programme”), which features the most prominent members of the legal profession in Hong Kong. The talk was held in person at the School of Law for students and online for alumni.

Ms. Cheong is the Founder and Senior Consultant of ELLALAN, a law firm in Hong Kong, the Singapore firm of Ella Cheong LLC and a supporting office of Ella Cheong IP Services Sdn Bhd in Malaysia. Ms. Cheong has over 50 years of practice experience in the legal field and is recognized as one of the best female lawyers and a pioneer in IP practice in Asia. She has received more than 100 professional awards, including IP Lawyer of the Year in Hong Kong and China and Commercial Law & IP Expert of the Year. She was the Chair of the IP Committee of the Law Society of Hong Kong and was admitted to its Roll of Honour in 2004. In 2018, Ms. Cheong became the very first Asian woman to be inducted into the prestigious global IAM IP Hall of Fame, an award in recognition of her enormous contribution to the development of IP laws.



Professor Jonathan Wylie, Mr. Hank Yeung, Ms. Ella Cheong, JP, Professor Chan Hon Fu Raymond, Professor Lin Feng and Mrs. Scarlet Fung
(From Left to Right)



The event had received an overwhelming response and attracted over 85 participants, including Professor Raymond Chan Hon Fu, Chair Professor of the Department of Mathematics and Acting Vice President of the Student Affairs, Professor Lin Feng, Acting Dean of the School of Law, Professor Jonathan Wylie, Professor in the Department of Mathematics, and Mrs. Scarlet Fung, Adjunct Professor and Director of the PDPS Programme.

During the talk, Ms. Cheong addressed four topics which catered to the interests and needs of students: (i) Path to becoming a lawyer; (ii) Ms. Cheong's career as a lawyer; (iii) How to pick law firms and (iv) Tips for young professionals. All participants have benefitted a lot from Ms. Cheong's thoughtful sharing of her professional journey and personal life experiences. In particular, Ms. Cheong has served as a role model, especially to women lawyers, with her unremitting determination and enduring passion for working in the legal field. Ms. Cheong explained the differences between international law firms and local law firms and factors students should consider in choosing a law firm. She also provided tips on the appropriate attire at workplaces and business etiquette and emphasized the importance of being proactive and humble learners throughout one's professional life. Her words of wisdom and advice had helped the audience gain a deeper understanding of not only the legal profession but also work and life.



After the seminar, students met with Ms. Cheong and Mr. Hank Yeung, a trainee solicitor of ELLALAN and CityU PCLL graduate, in small groups. Ms. Cheong and Mr. Yeung were very supportive of our students and stayed behind for another 45 minutes to interact with students and address their questions on various legal topics. At the end of the event, students returned home with a broader view of the essential qualities required as a lawyer and insights as to their possible future career paths.