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Cheng is a Solicitor with nearly 20 years' experience in the field of Intellectual Property. Having graduated from the University of Leicester with IP Law as an elective, she pursued a Masters in Law (LL.M) specialising in International and Comparative Laws of Trade Marks, Copyright and Patents from King's College London.

Cheng began her career in trade marks in 1998 in the UK. Having worked in major law firms in the City of London, Cheng has extensive experience advising on UK and EU trade mark law and practice. She manages worldwide trade mark portfolios, assists clients through complex trade mark disputes including handling of opposition, revocation and invalidity proceedings. She is passionate about IP Rights and has been looking into the issues of plain packaging as part of the working group within the ECTA Law Committee.