Sharon Keoy Harn Ling

Associate

+603 2710 3818

sharon.keoy@hhq.com.my



Qualifications

- Advocate and Solicitor, High Court of Malaya
- LL.B (Hons), Bachelor of Laws (LLB), University of Reading
- Certificate in Legal Practice (CLP)

Languages

- English
- Malay

Sharon is an Associate in HHQ's Technology Practice Group, with a practice spanning intellectual property and technology, media and telecommunications (TMT). She advises clients on the legal and commercial issues arising at the intersection of intellectual property and technology, with a particular focus on how technology and intangible assets are owned, developed, deployed and commercialised. Her transactional practice includes advising on the structuring and treatment of intellectual property and technology rights in strategic investments, collaborations, restructurings and other corporate transactions.

Practice Areas

- Intellectual Property
- Technology, Media & Telecommunications
- Regulatory & Compliance

She also has experience advising on matters relating to fintech and digital assets, including regulatory strategy, licensing and compliance with requirements administered by the Securities Commission Malaysia, Bank Negara Malaysia and other relevant authorities. Her work includes navigating the regulatory implications of new products, services and market propositions, translating applicable regulatory requirements into commercially workable structures, and developing the contractual frameworks and documentation required to implement them.

Experience

- Advised a Malaysian retail technology and payments company on the regulatory compliance of its proposed payment facilitator model, including applicable Bank Negara Malaysia authorisation requirements.
- Advised a global digital payments and technology group on the regulatory implications of providing blockchain infrastructure to licensed banks for the issuance and transfer of tokenised bank deposits.
- Advised a global consumer electronics and technology company on the Malaysian regulatory pathway for the introduction of electric vehicles into the market.
- Advised a statutory body on a technology transformation initiative to modernise its registration and enforcement functions, including supporting the drafting and structuring of several interlinked agreements for the bespoke development of software systems under a Waterfall delivery model.
- Advised a local retail technology company on the commercialisation of its AI-enabled retail analytics solutions, including drafting reseller arrangements and end-user licence agreements for SaaS-based customer analytics and data intelligence solutions.
- Advised an American data analytics company on the legal implications of deploying generative AI tools for content creation and commercial use in Malaysia, including copyright subsistence and ownership in AI-generated outputs.
- Advised an e-commerce platform on end-to-end IP considerations for market entry and operations in Malaysia, including intermediary liability for third party infringement, treatment of parallel imports under local IP regimes, enforcement exposure against platform operators, and available legal and procedural defences to such claims.
- Experienced in advising on the restructuring and regularisation of IP ownership, licensing and intragroup use arrangements in M&A, corporate reorganisation and other transactional contexts, including across trademarks, copyright, patents and other proprietary rights.

- Experienced in advising franchisors and master franchisees, particularly in the F&B, education and convenience retail sectors, on Malaysian franchise structuring, registration and ongoing compliance under the Franchise Act 1998.

Publications

- When American Bar Association: Annual Franchise and Distribution Law Developments 2025, Malaysian Chapter