

David Tan

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Executive Summary

An innovative systems-thinker, a passionate teacher, a dedicated researcher and an energetic individual.

Joined NUS as Assistant Professor in December 2008. Promoted to tenured Associate Professor in 2012. Appointed to Dean's Chair in 2016. Promoted to Professor in July 2018. Appointed Vice Dean (Academic Affairs) from January 2015 to June 2021, overseeing all undergraduate and graduate coursework curriculum at NUS Law, and chairing the Faculty Teaching Excellence Committee and Faculty Curriculum Committee.

Has held visiting positions at Melbourne Law School, Center for Transnational Legal Studies (King's College London) and University of Hong Kong. Specialises in comparative copyright and trademark law, personality rights, freedom of expression and negligence law. Pioneered courses at NUS Law in Entertainment Law, Fashion Law, Freedom of Speech, and Privacy & Data Protection Law. Impactful publishing contributions to top law journals like Yale Journal of International Law, Sydney Law Review, Torts Law Journal and Law Quarterly Review.

Previously in the Singapore Administrative Service; served as Director of International Talent Division and Contact Singapore at Ministry of Manpower, and as Director of Sports at Ministry of Community Development, Youth & Sports.

Accomplished fine art and fashion photographer having held solo exhibitions in association with Cartier and Versace; David Tan Visual Arts Studio established at Trinity College, University of Melbourne in 2020.

Selected Career Accomplishments

National University of Singapore

- As Vice Dean (Academic Affairs), led design/launch of new JD programme and review of LLB Class of Honours awarded, improved visiting professor program (with publication output in *Singapore Journal of Legal Studies*), initiated Law & Technology Primer webinar for all undergraduates, and introduced "Being A Woman In Law" webinar series in collaboration with the NUS Law Club for female undergraduates
- As Head (Intellectual Property) at the EW Barker Centre for Law & Business, initiated co-branded Annual Developments in IP Law series with IPOPOS and regular IP law & technology seminars for the legal profession
- As then-Deputy Director at the Centre for Technology, Robotics, Artificial Intelligence & the Law, organised the launch of the centre in 2019 with a global conference in association with the Asian Privacy Scholars Network, edited a special symposium issue of the conference published in the *Singapore Journal of Legal Studies*
- As Director of Communications, revamped all marketing materials (e.g. LLB and LLM brochures) including the alumni magazine *LawLink*; implemented cohesive marketing strategies for all the coursework programmes
- Pioneered courses, each with endowed prizes, in Entertainment Law, Freedom of Speech, and Privacy & Data Protection Law

Singapore Administrative Service

- Developed policies for Singapore government to facilitate the growth of a sporting culture in Singapore and for the sustainable development of competitive and recreational sports in Singapore
- Launched global invitation for PPP (public-private partnership) tender for construction of S\$1.3 billion sports hub in Singapore which eventually bagged 9 financial awards, including the prestigious Global Deal of the Year 2010 handed out by Project Finance/Euromoney – the launch included a roadshow to New York, London, Hong Kong and Sydney to meet with potential consortia
- Produced and co-wrote lyrics for Singapore's first sports anthem *Live Our Dreams* for Team Singapore with French composer Thomas Schönberg and Australian lyricist Robert Vicencio

- Led policy reviews in international talent attraction, and identifying key leverage points to promote Singapore as a global talent destination; this included the launch of the Honorary Citizen in 2003 and EntrePass (with EDB)
- Managed the Contact Singapore international network of offices in Boston, Chicago, San Francisco, London, Shanghai, Hong Kong, Chennai, Sydney and Singapore (over 80 staff)
- Conceptualised and launched a successful testimonial print ad campaign “Singapore. Your World of Possibilities” in selected US, Europe and China catchments; advertisement campaign received positive editorial coverage in *Wall Street Journal – US, Europe & Asia*, and on the front page of *The Straits Times* (2 Jan 2003)
- Served as Member of Board of Directors of Wildlife Reserves Singapore overseeing the Zoo, Night Safari and Bird Park; revamped the tourist attractions and established synergistic programmes linking the three attractions

Development Bank of Singapore (DBS)

- Initiated the *DBS Theatre Fantasy* – a triple bill of world-class productions – an annual arts festival to build corporate brand equity featuring award-winning drama, dance and musical performances presented by DBS in association with IMG

Selected Appointments

2025 (Jan) – present	Member, Advisory Board, National Museum of Singapore
2024 (Sep) – present	Vice President (Business Development & Communications), Singapore Badminton Association
2024 – present	Professorial Fellow, Attorney General’s Chambers-Legal Service Academy
2022 – present	Co-Director, Centre for Technology, Robotics, Artificial Intelligence & the Law, NUS Law Member, College Advisory Committee, Temasek Junior College
2019 – present	Head (Intellectual Property), EW Barker Centre for Law & Business, NUS Law
2015 – present	Advisor/Consultant, Publications Committee, Law Society of Singapore Member, International Advisory Board, <i>Persona Studies</i> , Australia Member, Advisory Board, <i>Max Planck Encyclopedia of Comparative Constitutional Law</i> International Contributing Editor, <i>Media & Arts Law Review</i> , Australia
2022 – 2023	Consultant, Arts Resource Hub, National Arts Council (Singapore)
2015 – June 2021	Vice Dean (Academic Affairs), NUS Law Dean’s Chair (Associate Professor) (July 2016-July 2018) Chair, Faculty Curriculum Committee, NUS Law Chair, Faculty Teaching Excellence Committee, NUS Law
2014 – present	Senior Fellow, Faculty of Law, University of Melbourne
2013 – 2019	Director (Communications), NUS Law
2012 – 2019	Member, Institutional Review Board, Singapore Sports Institute

Academic Achievements

University of Melbourne, Australia, 2010

PhD (Law)

Harvard Law School, USA, 1999

LLM (Master of Laws)

- Awarded the Lee Kuan Yew Scholarship

University of Melbourne, Australia, 1995

LLB (Bachelor of Laws) – First Class Honours; BCom (Bachelor of Commerce)

- Awarded the RJ Hamer and Corrs Chambers Westgarth Prizes in Constitutional & Administrative Law, Price Waterhouse Prize in Contracts, and Rayne Dickson Memorial Exhibition Prize in Health & Medical Law

Employment History

- Dec 2008 – present **National University of Singapore, Faculty of Law**
Joined NUS Law as an Assistant Professor in December 2008. Promoted to Associate Professor with tenure on 1 July 2012. Promoted to Professor on 1 July 2018. Appointed Vice Dean (Academic Affairs) in charge of teaching and LLB & LLM curriculum planning from 2015-2021.
- Feb 2006 – Dec 2008 **Trinity College, University of Melbourne, Australia**
As Director of Commerce Studies & Resident Tutor in Law, had oversight of the tutorial programme in the Bachelor of Commerce degree; tutored in tort law and constitutional law.
- Sep 2004 – Feb 2006 **Sports Division, Ministry of Community Development, Youth & Sports**
As Director, managed the Sports Division of the Ministry which is responsible for developing a sporting culture and a sporting industry in Singapore. Responsibilities include: (a) overseeing the launch of the ITT for the Sports Hub (a new S\$1.3 billion leisure infrastructure development comprising a 55,000-seater stadium, indoor arena and an aquatic leisure centre); (b) overseeing the development of the Sports School, Sports Institute and programs to support the growth of sports.
- Dec 2001 – Aug 2004 **International Talent Division, Ministry of Manpower**
As Divisional Director, headed a division of over 70 employees in a global Contact Singapore network in 9 cities that is responsible for augmenting Singapore's manpower resources through facilitating the mobility of international talent so as to build up a globally competitive workforce. Responsibilities include overseeing efforts to: (a) brand & market Singapore internationally as a dynamic and attractive destination to work, study and live; (b) assist employers to recruit global talent and facilitating their relocation to Singapore; (c) engage overseas Singaporeans in value-creating relationships; (d) conduct reviews of competitor 'war for talent' strategies & refine existing policies to meet these challenges.
- Jan 1996 – Nov 2001 **Development Bank of Singapore (DBS)**
First started work at DBS as an officer in the international banking department working on project financing deals. Moved on to corporate communications and change management work (with the McKinsey team). In my change management work, I conducted workshops for senior management in Singapore, Hong Kong and Thailand, and launched a highly successful staff magazine *BUZZ*. I also advised the CEO directly on internal communications matters and had direct responsibility for the strategies relating to corporate community investments (reinventing the donation/sponsorship paradigm).
- Dec 1994 – Feb 1995 **McKinsey & Company, Melbourne**
I was the first undergraduate hired by the McKinsey Melbourne Office as a Summer Business Analyst working alongside MBA candidates on various client projects. I was offered a full-time position at the end of the internship but I declined and returned to Singapore.

Selected Research Grants – Law

“Access to Justice in the Creative Economy” - \$75,915 (EW Barker Centre for Law & Business)

This book will develop new thinking on ways to resolve intellectual property disputes that are cost-effective, efficient, culturally sensitive, and fair – and bring this thinking to a wider international audience. Access to copyright justice issues will become even more acute as dissemination of culture increasingly occurs in digital contexts. This is not just an issue for individual authors, cultural organisations and SMEs. Established firms also seek out cost-effective ways of resolving disputes, including through various forms of alternative dispute resolution, including arbitration. These issues are amplified in the international trade context, in which many nations recognise the urgent need to develop “weightless” exports that supplement their traditional reliance on tangible commodity markets. A key part of the project will be to examine these different initiatives for the lessons they offer in the access to justice context. Professor Graeme Austin (Melbourne/VU Wellington) is the co-PI, and the project is ongoing with a symposium organised in Singapore in August 2025.

“Fashion and Intellectual Property” - \$74,229 (EW Barker Centre for Law & Business)

Fashion is a multi-billion-dollar commercial industry as well as part of our artistic and cultural heritage. Its interaction with the law merits further exploration in an interdisciplinary style that draws from studies on the practices of production, dissemination and consumption of fashion. This book presents a meticulously curated collection of how contemporary fashion interacts with intellectual property laws such as copyright, trademarks, patents, design, geographical indications and passing off; it also presents a selection of interdisciplinary approaches and doctrinal analyses. This edited volume, co-edited with Professor Jeanne Fromer (NYU) and Professor Dev Gangjee (Oxford), brings together some of the best-known scholars in the field of intellectual property from the United States, UK, Europe, Australia and Asia. The book was published by Cambridge University Press in September 2025.

Selected Publications – Law

David Tan has published over 100 articles, comments, book chapters and review essays – including a monograph – since joining NUS Law in 2008.

I. MONOGRAPH

The Commercial Appropriation of Fame: A Cultural Analysis of the Right of Publicity and Passing Off (Cambridge University Press) (Hardcover 2017; Paperback 2018)

Economic Torts in Singapore (Academy Publishing) (forthcoming 2026) (co-author Joshua Phang Shih Ern)

II. EDITED BOOK

Fashion and Intellectual Property (co-editors Jeanne C Fromer and Dev S Gangjee) (Cambridge University Press) (Open Access/Hardcover 2025)

III. ARTICLES

Intellectual Property/Entertainment Law – Copyright, Trademarks and Personality Rights

‘Copyright in the Generative AI Era: Reimagining Creativity and Fairness’
(2025) 37 *Singapore Academy of Law Journal* 749 (41pp) (co-author Peng Huijuan)

‘Intellectual Property Law’
(2024) 25 *Singapore Academy of Law Annual Review of Singapore Cases* 604 (33pp)
(co-author Susanna Leong and Bryan Tan Zhi Yang)

‘Intellectual Property Law’
(2023) 24 *Singapore Academy of Law Annual Review of Singapore Cases* 584 (63pp)
(co-authors Susanna Leong and Bryan Tan Zhi Yang)

‘Trademarks in the Metaverse: Everything, Everywhere, All at Once’
(2023) 25 *Media & Arts Law Review* 285 (25pp)

‘Generative AI and Copyright - Part 2: Computational Data Analysis Exception and Fair Use’
[2023] *SAL Practitioner* 25 (18pp)

‘Generative AI and Copyright – Part 1: Copyright Infringement’
[2023] *SAL Practitioner* 24 (11pp)

‘Intellectual Property Law’
(2022) 23 *Singapore Academy of Law Annual Review of Singapore Cases* 577 (40pp) (co-author Susanna Leong)

‘AI, Author, Amanuensis’
(2022) 6(2) *Journal of Intellectual Property Studies* 1 (33pp) (co-author Tan Wee Liang)

‘Intellectual Property Law’
(2021) 22 *Singapore Academy of Law Annual Review of Singapore Cases* 567 (50pp) (co-author Susanna Leong)

‘Copying Right in Copyright Law:
Fair Use, Computational Data Analysis and the Personal Data Protection Act’
(2021) 33 *Singapore Academy of Law Journal* 1032 (51pp) (co-author Thomas Lee Chee Seng)

‘Intellectual Property Law’
(2020) 21 *Singapore Academy of Law Annual Review of Singapore Cases* 634 (26pp) (co-author Susanna Leong)

‘Digital Memes, Fair Use, and the First Amendment’
(2021) 24(9) *Journal of Internet Law* 1 (9pp)

- ‘Copyright Fair Use and the Digital Carnavalesque:
Towards a New Lexicon of Transformative Internet Memes’
(2021) 31 *Fordham Intellectual Property, Media & Entertainment Law Journal* 864 (62pp) (co-author Angus Wilson)
- ‘All the World’s a Stage, but what is a Dramatic Work?’
[2020] *Singapore Journal of Legal Studies* 702 (24pp) (co-author Samuel Lim)
- ‘Intellectual Property Law’
(2019) 20 *Singapore Academy of Law Annual Review of Singapore Cases* 541 (26pp) (co-author Susanna Leong)
- ‘De(Re)constructing Narratives in Intellectual Property Law:
Transformative Play, Culture Jamming, and Poststructural Disruptions’
(2020) 32 *Law and Literature* 75 (32pp)
- ‘Intellectual Property Law’
(2018) 19 *Singapore Academy of Law Annual Review of Singapore Cases* 586 (59pp) (co-author Susanna Leong)
- ‘Intellectual Property Law’
(2017) 18 *Singapore Academy of Law Annual Review of Singapore Cases* 538 (51pp) (co-author Stanley Lai)
- ‘Semiotics and the Spectacle of Transformation in Copyright Law’
(2017) 30(4) *International Journal for the Semiotics of Law (Revue internationale de Sémiotique juridique)* 593 (31pp)
- ‘Intellectual Property Law’
(2016) 17 *Singapore Academy of Law Annual Review of Singapore Cases* 504 (61pp) (co-author Stanley Lai)
- ‘The Lost Language of the First Amendment in Copyright Fair Use:
A Semiotic Perspective of the “Transformative Use” Doctrine Twenty-Five Years On’
(2016) 26 *Fordham Intellectual Property, Media & Entertainment Law Journal* 311 (69pp)
- ‘The Unbearable Lightness of Fair Dealing: Towards an Autochthonous Approach in Singapore’
(2016) 28 *Singapore Academy of Law Journal* 124 (co-author Benjamin Foo) (48pp)
- ‘The Extraneous Factors Rule in Trademark Infringement: Avoiding Confusion or Simply Confusing?’
[2016] *Singapore Journal of Legal Studies* 118 (co-author Benjamin Foo) (31pp)
- ‘Copyright Subsistence in Contemporary Times: A Dead Shark, an Unmade Bed and Bright Lights in an Empty Room’
[2013] *Singapore Journal of Legal Studies* 402 (co-author Chan Yong Neng) (26pp)
- ‘The Semiotics of Alpha Brands:
Encoding/Decoding/Recoding/Transcoding of Louis Vuitton and Implications for Trademark Laws’
(2013) 32 *Cardozo Arts & Entertainment Law Journal* 221 (32pp)
- ‘Aesthetic Functionality Back In Vogue: Clash of the Fashion Titans’
(2013) 18 *Media & Arts Law Review* 164 (13pp)
- ‘Copyright in Compilations: Embarking on a Renewed Quest for the Human Author and the Creative Spark’
(2013) 18 *Media & Arts Law Review* 151 (13pp)
- ‘Going Gaga: Intellectual Property and Pop Culture’
(2012) 4 *WIPO Journal* 63 (10pp)
- ‘The Transformative Use Doctrine and Fair Dealing in Singapore:
Understanding the “Purpose and Character” of Appropriation Art’
(2012) 24 *Singapore Academy of Law Journal* 832 (35pp)
- ‘“Goo Goo GaGa”: The Chilling Effect of the Trade Mark Monster’
(2012) 17 *Media & Arts Law Review* 82 (15pp)
- ‘What Do Judges Know About Contemporary Art?:
Richard Prince and Reimagining the Fair Use Test in Copyright Law’
(2011) 16 *Media & Arts Law Review* 381 (18pp)

‘Political Recoding of the Contemporary Celebrity and the First Amendment’
(2011) 2 *Harvard Journal of Sports & Entertainment Law* 1 (52pp)

‘Much Ado About Evocation: A Cultural Analysis of Well-Knownness and the Right of Publicity’
(2010) 28 *Cardozo Arts & Entertainment Law Journal* 317 (41pp)

‘Affective Transfer & the Appropriation of Commercial Value: A Cultural Analysis of the Right of Publicity’
(2010) 9 *Virginia Sports & Entertainment Law Journal* 272 (40pp)

‘The Fame Monster Reloaded: The Contemporary Celebrity, Cultural Studies and Passing Off’
(2010) 32 *Sydney Law Review* 291 (20pp)

‘The Art of Retelling: Harry Potter and Copyright in a Fan-Literature Era’
(2009) 14 *Media & Arts Law Review* 31 (co-author Prof Megan Richardson) (15pp)

‘*Wood v Duff-Gordon* and the Modernist Cult of Personality’
(2008) 28 *Pace Law Review* 379 (co-author Prof Megan Richardson) (15pp)

‘Beyond Trademark Law: What the Right of Publicity Can Learn from Cultural Studies’
(2008) 25 *Cardozo Arts & Entertainment Law Journal* 913 (82pp)

‘Seeing Red over Stravinsky’s *Firebird*’
(1996) 7 *Australian Intellectual Property Journal* 63 (13pp)

International Law/International Relations

‘Towards a New Regime for the Protection of Outer Space as the Province of All Mankind’
(2000) 25 *Yale Journal of International Law* 145 (50pp)

Torts/Equity

‘Instrumentality and the Scope of the Unlawful Means Tort’
(2022) 34 *Singapore Academy of Law Journal* 35 (co-author Joshua Phang Shih Ern) (33pp)

‘“Internalising Externalities”: An Enterprise Risk Approach to Vicarious Liability in the 21st Century’
(2015) 27 *Singapore Academy of Law Journal* 822 (31pp)

‘Debunking a Myth: A Rejection of the “Assumption of Responsibility” Test for Duty of Care’
(2014) 22 *Torts Law Journal* 183 (14pp)

‘The Promise of Universality: The *Spandeck* Formulation Half A Decade On’
(2013) 25 *Singapore Academy of Law Journal* 510 (co-author Goh Yihan) (38pp)

‘The Phoenix Rises: Resurrecting Occupiers’ Liability within the Negligence Framework’
(2013) 21 *Torts Law Journal* 59 (13pp)

‘For Judges Rush In Where Angels Fear To Tread:
“Insofar as it is Fair, Just and Reasonable” to Impose Vicarious Liability’
(2013) 21 *Torts Law Journal* 43 (16pp)

‘The Salient Features of Proximity: Examining the *Spandeck* Formulation for Establishing a Duty of Care’
[2010] *Singapore Journal of Legal Studies* 459 (25pp)

‘Sexual Misconduct by Doctors and the Intervention of Equity’
(1997) 4 *Journal of Law and Medicine* 243 (16pp)

‘The Fiduciary as an Accordion Term: Can the Crown Play a Different Tune?’
(1995) 69 *Australian Law Journal* 440 (15pp)

Freedom of Speech

‘Freedom of Speech in Singapore: A Living Tree Cannot Thrive Within Four Walls’
(2022) 96 *Australian Law Journal* 727 (20pp)

‘Free Speech, Fake News and Finding Constitutional Congruence’
(2020) 32 *Singapore Academy of Law Journal* 207 (42pp) (co-author Jessica Teng Sijie)

‘Revisiting the *Reynolds* Recipe for Media Freedom: *Flood v Times Newspaper Ltd*’
(2012) 17 *Media & Arts Law Review* 243 (13pp)

‘The *Reynolds* Privilege in a Neo-Confucianist Communitarian Democracy:
Reinvigorating Freedom of Political Communication in Singapore’
[2011] *Singapore Journal of Legal Studies* 456 (30pp)

‘A “Real Risk” of Undermining Public Confidence in the Administration of Justice’
(2011) 16 *Media & Arts Law Review* 191 (13pp)

‘Defaming a Political Leader is a Serious Matter in Singapore’
(2011) 16 *Media & Arts Law Review* 39 (12pp)

Constitutional Law

‘Walking the Tightrope Between Legality and Legitimacy: Taking Rights Balancing Seriously’
(2017) 29 *Singapore Academy of Law Journal* 743 (31pp)

‘Death of Judicial Independence: Putting the Japanese Bureaucracy on Trial’
(1996) 70 *Australian Law Journal* 125 (17pp)

‘Judicial Independence in the People’s Republic of China: Myth or Reality?’
(1994) 68 *Australian Law Journal* 660 (10pp)

Corporations Law

‘Delivering Judgment on a Statutory Business Judgment Rule in Australia’
(1995) 5 *Australian Journal of Corporate Law* 442 (13pp)

IV. SHORT ARTICLES/ CASE COMMENTS

Intellectual Property/Entertainment Law – Copyright, Trademarks and Personality Rights

‘Copyright Fair Use in the Face of Technological Developments: Staying Ahead or Limping Behind? (Part 2)’
(December 2024) *Law Gazette* (online)
<https://lawgazette.com.sg/feature/copyright-fair-use-in-the-face-of-technological-developments-staying-ahead-or-limping-behind-part-2/>

‘Copyright Fair Use in the Face of Technological Developments: Staying Ahead or Limping Behind? (Part 1)’
(November 2024) *Law Gazette* (online)
<https://lawgazette.com.sg/feature/copyright-fair-use-part-1/>

‘Artificial Intelligence as Artist: Copyright and the Rise of Creativity’
(2023) 8 *Cultural Connections* 29 (8pp)

‘Copyright in the Age of Disruption’
[2023] *Singapore Journal of Legal Studies* 226 (6pp)

‘The Price of Generative AI Learning: Exceptions and Limitations under the New Singapore Copyright Act’
(2023) 45 *European Intellectual Property Review* 400 (7pp)

‘The Best Things in Life are Not for Free: Copyright and Generative AI Learning’
(2023) *Singapore Law Gazette* (April issue - online)

‘AI and Copyright: The Death of the Author?’
(2022) *Singapore Law Gazette* (November issue - online)

‘Data Analytics in Fintech and the New Copyright Act’
[2022] *SAL Practitioner* 4 (9pp)

‘We Don’t Need Permission to Dance’: Key Features of the New Copyright Act 2021’
(2021) *Singapore Law Gazette* (December issue) (online)

‘Designing a New Future-Ready Copyright Regime in Singapore: Quick Wins and Missed Opportunities’
(2021) 70(12) *GRUR International (Journal of European and International IP Law)* 1131 (2pp)

‘Mad About Memes, but is it Fair Use in Singapore?’
(2021) *Singapore Law Gazette* (June issue) (online)

‘Intellectual Creation in Compilations: No Sweat Required’
(2018) 40 *European Intellectual Property Review* 338 (5pp)

‘The Celebrity Halo Effect and Passing Off’
(2017) *Singapore Law Gazette* 15 (July issue) (7pp)

‘Navigating the Nebulous “Transformative Use” Doctrine: Key Learning Points for Australia’
(2014) 27 *Australian Intellectual Property Law Bulletin* 214 (5pp)

‘Differentiating between Brand and Trade Mark: *City Chain v. Louis Vuitton Malletier*’
[2010] *Singapore Journal of Legal Studies* 202 (9pp)

‘Recent Developments in Singapore: Time’s Up for Louis Vuitton’
(2010) 15 *Media & Arts Law Review* 258 (6pp)

Freedom of Speech

‘“O Say Can You See . . .”: The Court of Appeal Sings a Different Tune with the First Amendment’
[2022] *Singapore Journal of Legal Studies* Law 155 (11pp)

‘Online Speech and the Law – Do You Say What You Mean or Mean What You Say?’
(2020) *Singapore Law Gazette* (June issue) (online)

‘Any Risk Will Do – The New Law on Scandalising Contempt in Singapore’
(2016) *Singapore Law Gazette* 29 (September issue) (5pp)

‘The *Reynolds* Privilege Revitalised’
(2013) 129 *Law Quarterly Review* 27 (4pp)

Torts

‘A Modern Approach to Breach of Confidence based on an Obligation of Confidence’
(2020) 136 *Law Quarterly Review* 548 (6pp) (co-author Benjamin Wong)

‘The End of the Search for a Universal Touchstone for Duty of Care?’
(2019) 135 *Law Quarterly Review* 200 (6pp)

‘Taking Two Bites at the Cherry: Vicarious Liability and Non-Delegable Duty’
(2018) 134 *Law Quarterly Review* 193 (6pp)

‘A Sufficiently Close Relationship Akin to Employment’
(2013) 129 *Law Quarterly Review* 30 (5pp)

Others (Legal Education)

‘Transnationalism, Technology and Tradition: What We Are (And Should Be) Teaching’ (2020) *Singapore Law Gazette* (July issue – online)

V. COMMENTARIES

‘Privacy, Confidence & Data Protection in the 21st Century’ [2021] *Singapore Journal of Legal Studies* 1 (5pp) (as editor of the 8th Asian Privacy Scholars Network Conference special issue)

VI. BOOK CHAPTERS

Intellectual Property/Entertainment Law – Copyright, Trademarks and Personality Rights

‘Fashion, Post-Postmodernism and Intellectual Property’ in David Tan, Jeanne Fromer and Dev S Gangjee (eds), *Fashion and Intellectual Property* (Cambridge University Press, 2025) 3 (46pp)

‘Intellectual Property’ in Simon Chesterman, Goh Yihan and Andrew Phang (eds), *Law and Technology in Singapore* (2nd ed) (Academy Publishing, 2024) (co-author Ng-Loy Wee Loon) 483 (30pp)

‘The Metaverse’ in Simon Chesterman, Goh Yihan and Andrew Phang (eds), *Law and Technology in Singapore* (2nd ed) (Academy Publishing, 2024) (co-author Benjamin Wong) 513 (23pp)

‘Logo Hacking, Downmarket Irony, and Counterfeit Chic: A Study of Contemporary Fashion Trends and Their Implications for Trademark Law’ in Barton Beebe and Sun Haochen (eds), *Charting Limitations on Trademark Rights* (Oxford University Press, 2023) 52 (24pp)

‘Trademarks as Language in the 21st Century’ in Susy Frankel, Margaret Chon, Graeme B Dinwoodie, Jens Schovsbo and Barbara Lauriat (eds), *Improving Intellectual Property: A Global Project* (Edward Elgar, 2023) 266 (11pp)

‘Intellectual Property’ in Simon Chesterman, Goh Yihan and Andrew Phang (eds), *Law and Technology in Singapore* (Academy Publishing, 2021) 399 (26pp) (co-author Ng-Loy Wee Loon)

‘Intellectual Property and Semiotics: The Signs of the Times’ in Irene Calboli and Maria Lilla Montagnani (eds), *Handbook on Intellectual Property Law Research: Lenses, Methods, and Approaches* (Oxford University Press, 2021) 373 (15pp)

‘Parody, Satire, Caricature and Pastiche: Fair Dealing is No Laughing Matter’, in Shyamkrishna Balganes, Ng-Loy Wee Loon, and Haochen Sun (eds), *The Cambridge Handbook of Copyright Limitations and Exceptions* (Cambridge University Press, 2021) 324 (19pp)

‘Commercial Exploitation of the Human Persona in the United States: Who Needs Trademarks When You Have the Right of Publicity’ in Jane Ginsburg and Irene Calboli (eds), *The Cambridge Handbook of International and Comparative Trademark Law* (Cambridge University Press, 2020) 353 (12pp)

‘Taking the Mickey out of Disney: A Cultural Approach to the Transformative Use Doctrine in Copyright Law’ in Rochelle Cooper Dreyfuss and Elizabeth Ng Siew Kuan (eds), *Framing Intellectual Property Law in the 21st Century: Integrating Incentives, Trade, Development, Culture and Human Rights* (Cambridge University Press, 2018) 171 (39pp)

‘Image Rights and Data Protection’, in Simon Chesterman (ed), *Data Protection Law in Singapore: Privacy and Sovereignty in an Interconnected World* (2nd ed, Academy Publishing, 2018) 240 (29pp)

‘Fair Use and Transformative Play in the Digital Age’ in Megan Richardson (ed), *Research Handbook on Intellectual Property in Media and Entertainment* (Edward Elgar, 2017) 102 (30pp)

‘The Transformative Potential of Countercultural Recoding in Copyright Law: A Study of Superheroes and Fair Use’ in Irene Calboli and Srividhya Ragavan (eds), *Diversity in Intellectual Property: Identities, Interests and Intersections* (Cambridge University Press, 2015) 403 (23pp)

‘Transcoding and Transformation: A Cultural Studies Approach to Copyright Fair Use Doctrine’ in Graeme Dinwoodie (ed), *Methods and Perspectives in Intellectual Property* (Edward Elgar, 2013) 213 (29pp)

‘Harry Potter and the Transformation Wand: Fair Use, Canonicity and Fan Activity’ in Dan Hunter, Ramon Lobato, Megan Richardson and Julian Thomas (eds), *Amateur Media: Social, Cultural and Legal Perspectives* (Routledge, 2012) 94 (9pp)

‘Legal and Cultural Approaches to the Protection of the Contemporary Celebrity Brand in the Asia Pacific Region’ in Andrew Kenyon, Megan Richardson and Ng-Loy Wee Loon (eds), *The Law of Reputation and Brands in the Asia Pacific Region* (Cambridge University Press, 2012) 45 (19pp)

‘The Unbearable Whiteness of Beckham: Political Recoding of Celebrity Signs in First Amendment Jurisprudence’ in Vijay K Bhatia, Christoph Hafner, Lindsay Miller and Anne Wagner (eds), *Transparency, Power & Control: Perspectives on Legal Communication* (Ashgate, 2012) 217 (26pp)

Constitutional Law and Freedom of Speech

‘Whither the Autochthonous Narrative of Freedom of Speech in Singapore?: A Guide to Defaming Politicians and Scandalising Judges in Singapore’ in Jaclyn Neo (ed), *Constitutional Interpretation in Singapore: Theory and Practice* (Routledge, 2016) 210 (44pp)

Torts

‘Enterprise Risk and Vicarious Liability in Singapore’ in Paula Giliker (ed), *Vicarious Liability in the Common Law World* (Hart, 2022) 121 (24pp)

International Law/International Relations

‘Towards a New Regime for the Protection of Outer Space as the Province of All Mankind’ in Charlotte Ku and Paul F Diehl (eds) *International Law: Classic and Contemporary Readings* (3rd ed, Lynne Rienner, 2009) 421 (36pp) ((2000) 25 *Yale Journal of International Law* 145 republished)

VII. TREATISE

Intellectual Property/Entertainment Law – Personality Rights

‘Legal Sources Defining the Rights of Publicity and Privacy – Foreign Law – Australia’ in
J Thomas McCarthy, *The Rights of Publicity and Privacy* (2nd ed, West Group, 2000) (2008 & 2010 updates) §§ 6:157-
6:159 (19pp)

VIII. BOOK REVIEWS

‘Book Review – Data Protection Law in Singapore’
[2014] *Singapore Journal of Legal Studies* 258 (5pp)

‘Book Review – The Law of Private Nuisance’
[2014] *Singapore Journal of Legal Studies* 256 (3pp)

‘Book Review – *Creativity and Its Discontents: China’s Creative Industries
and Intellectual Property Rights Offenses*’
(2014) 24 *Asian Journal of Communication* 101 (4pp)

‘Book Review – *The Evolution of International Human Rights: Visions Seen*’
(1999) 12 *Harvard Human Rights Journal* 393 (5pp)

IX. OPINION EDITORIALS

‘While creatives fight AI, fashion may profit from its “negative space”’, *The Business Times*, 6 September 2025, 29-
30 (<https://www.businesstimes.com.sg/opinion-features/while-creatives-fight-ai-fashion-may-profit-its-negative-space>)

‘Marketing to the Max is not for free’, *The Business Times*, 28 August 2024, 25
(<https://www.businesstimes.com.sg/opinion-features/marketing-max-not-free>)

‘Obsessed with Taylor Swift? There’s a line fans should not cross’, *The Sunday Times*, 12 November 2023, A22-A23
(<https://www.straitstimes.com/opinion/obsessed-with-taylor-swift-there-s-a-line-fans-should-not-cross>)

‘The Science and Art of Celebrity Branding’, *The Business Times*, 16 September 2023, 34

‘Not all is fair in the art of borrowing’, *The Straits Times*, 21 October 2022, B6

‘Fashion forays in the metaverse’, *The Straits Times*, 19 September 2022, B6

‘AI as artist: Applause, yes – but sorry, no copyright’, *The Straits Times*, 9 September 2022, B3

‘Celebrity endorsements: The prize and price of fame’, *The Straits Times*, 3 September 2022, B9

‘Copyright reform and what it means for your wedding photos’, *The Straits Times*, 17 September 2021, A20

‘Schooling’s fame now comes at a price – for advertisers’, *The Sunday Times*, 8 April 2018, B10

‘Copyright Fair Use: Are We “Future-Ready”?’’, *The Straits Times*, 14 September 2016, A21

‘When Copying is not Infringing’, *The Straits Times*, 12 October 2013, A42

‘Safeguarding Free Speech and Confidence in Judiciary’, *The Straits Times*, 4 May 2013, A40

‘The 10 Cyberspace Commandments’, *The Straits Times*, 30 March 2013, A30

Selected Lectures

‘Not All Things Beautiful Are Protected By Law’, at the National Museum of Singapore, Singapore, 12 March 2026

‘AI Authorship: The East Leading the West?’, keynote lecture at the Asian Pacific Copyright Association (APCA) Annual Conference, at City University of Hong Kong, Hong Kong, 18-19 November 2024

‘Marks, Works and Personae: De(Re)Constructing Narratives in Intellectual Property Law’, Inaugural Professorial Lecture, at NUS Law, Singapore, 16 October 2019
(<https://www.youtube.com/watch?v=x6n-Qvr1Q9I&feature=youtu.be>)

‘Cultural (Re)Codings: Copyright, Trademarks and the Right of Publicity’, keynote lecture at the IP & Media Law Conference, University of Melbourne, 5-6 April 2018 (jointly organised by the Intellectual Property Research Institute of Australia (IPRIA) and the Centre for Media & Communications Law (CMCL))

‘The Right of Publicity: Evocative Identification, Commercial Appropriation and Freedom of Expression’, an invitational lecture by Faculty of Law, at University of Hong Kong, Hong Kong, 24 March 2011

‘Andy Lau, Crocodile Dundee and Eddie Irvine: Understanding the Semiotics of Passing Off’, an invitational lecture by the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 23 March 2011

‘The Business of Luxury Brands and Trademark Protection’, an invitational lecture by the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 20 September 2010

Selected Paper Presentations

‘The Impact of Technology on Intellectual Property's Negative Space in the Fashion Industry’, a paper presented at the Intellectual Property & Technology in the 21st Century conference at NUS Law, Singapore, 4-5 August 2025 (jointly organised by research centres at NUS, Columbia, Oxford and Tsinghua)

‘Trademarks in the Metaverse’, a paper presented at the *Metaverse Law* conference at the CUHK Graduate Law Centre, Bank of America Tower, Hong Kong, 14 March 2023 (jointly organised by the Centre for Legal Innovation and Digital Society (CLINDS) at Chinese University of Hong Kong (CUHK), and Centre for Technology, Robotics, Artificial Intelligence & the Law (TRAIL) at NUS)

‘Navigating Trademarks and NFTs in the Metaverse: Recent Developments in United States’ a paper presented at the 2nd International Cyberspace Governance Forum, 10 June 2022 (via Zoom) (organised by Beihang University School of Law and Beijing Normal University's School of Journalism and Communication)

‘International Intellectual Property Law: Converging Towards Divergence’, a paper presented at the 2019 CIBEL Global Network Conference *Technological Change and the Future of International Economic Legal Order: China and Beyond* at Galleries at John Niland Scientia Building, University of New South Wales, Sydney, Australia, 1 May 2019 (organised by Herbert Smith Freehills China International Business and Economic Law (CIBEL) Centre)

‘Playing with Fashion Brands: Is there a Limit to Humour?’, a paper presented at the *Limitations on Trademark Rights from Comparative & Interdisciplinary Perspectives* conference at Hong Kong University, Hong Kong, 7-8 January 2019 (jointly organised by Law & Technology Centre (HKU) and Engelberg Center on Innovation Law & Policy (NYU))

‘The Autochthonous Narrative of Scandalising Contempt in Singapore: A Tale of the Paranoid Nanny or Pragmatic Daddy?’, a paper presented at the 5th NUS-Sydney Law School Symposium, at Sydney Law School, Sydney, 28-29 September 2018 (jointly organised by NUS Law and Sydney Law School)

‘A Semiotics Perspective of Copyright Fair Dealing/Fair Use and Trademark Infringement/Dilution’, a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 21 September 2018

‘Semiotics and the Spectacle of Transformation in Copyright Law’, a paper presented at *Spectacular Law, Law, Literature and the Humanities Association of Australasia (LLHAA)* Conference, at University of Hong Kong, 8-11 December 2016

'Parody, Satire, Caricature and Pastiche: Fair Dealing is No Laughing Matter', a paper presented at the Comparative Dimensions of Exceptions and Limitations in Copyright Law symposium at Faculty of Law, NUS, 21-22 July 2016 (jointly organised by NUS Law, University of Pennsylvania Law School, HKU Law School)

'The Lost Language of the First Amendment in Copyright Fair Use: Leval's "Transformative Use" Doctrine Twenty-Five Years On', a paper presented at the HKU-NUS-SMU symposium at Faculty of Law, University of Hong Kong, 22-23 February 2016

'The Unbearable Lightness of Fair Dealing: Towards an Autochthonous Approach in Singapore', an invited paper presented at IPScholars Asia conference at School of Law, Singapore Management University, 28-29 January 2016

'Transformative Play in the Digital Age', an invited paper presented at Intellectual Property in Media and Entertainment Roundtable at School of Law, Singapore Management University, 20 January 2016 (jointly organised by NUS Centre for Law and Business and SMU Applied Research Centre for Intellectual Assets and the Law in Asia)

'Whither the Autochthonous Narrative of Freedom of Speech in Singapore? : A Guide to Defaming Politicians and Scandalising Judges in Singapore', a paper presented at the conference on *Judging the Constitution: The Theory and Practice of Constitutional Interpretation in Singapore* at the invitation of the Centre for Asian Legal Studies, NUS Law School, 28-29 May 2015

'Transformation in Copyright Law – The Infringer's Magic Wand?', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 24 October 2014 (co-organised with NUS Centre for Law & Business)

'Taking the Mickey out of Disney: A Critical Evaluation of the Transformative Use Doctrine', a paper presented at the 3rd NUS-Sydney Law School Symposium, at Sydney Law School, Sydney, 25-26 September 2014

'Taking the Mickey out of Disney: A Critical Evaluation of the Transformative Use Doctrine', a paper presented at Conference on Framing Intellectual Property Law in the 21st Century – Integrating Incentives, Trade, Development, Culture and Human Rights, at the invitation of NUS Law School and NYU Engelberg Center, Singapore, 15 August 2014

'Copyright Subsistence in Contemporary Times: A Dead Shark, an Unmade Bed and Bright Lights in an Empty Room', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 3 April 2014

'Aesthetic Functionality Back In Vogue: *Christian Louboutin v Yves Saint Laurent*', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, University of Hong Kong (co-organised by Deacons and Centre for Law & Business, NUS Law School) at Alexandra House, Hong Kong, 24 September 2013

'Lady Gaga and Pop Culture: Rethinking Personality Rights and Trademarks', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 10 October 2012

'A Cultural Studies Approach to Copyright Fair Use Doctrine: Transcoding and Transformation', a paper presented at the invitation of ATRIP, at the ATRIP Congress 2012 organised by the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP), at the IIT Chicago-Kent Law School, 29 July-1 August 2012

'The Semiotics of Louis Vuitton: Encoding/Decoding/Recoding/Transcoding and Implications for Trademark Laws', an invited paper presented at the *Charting the New Frontiers of Intellectual Property Protection of Luxury Goods* conference, organised by the HKU Law & Technology Centre, at University of Hong Kong, Hong Kong, 15-16 June 2012

'The Reynolds Privilege in a Representative Democracy: A Case for Transnational Convergence', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 28 March 2012

'Andy Warhol, Richard Prince and the Dilemma of Contemporary Art: Making (Non)Sense of Fair Use in Copyright Law', a paper presented at the invitation of the Law & Technology Centre, Faculty of Law, at University of Hong Kong, Hong Kong, 19 September 2011

'Recoding of Popular Iconography in the 21st Century and its Implications for Rights Owners', a paper presented at the Third Annual Conference on Innovation and Communications Law, at Melbourne Business School, Australia, 29-31 May 2011

'Copyright, Trademarks and Publicity Rights: A Countercultural Dilemma', at The Academic and Practitioners' Law Conference Addressing Current Issues Affecting International Business Activity, organised by the Vanderbilt Law School, at Peninsula Beijing, People's Republic of China, 20-21 May 2011

'From "Public Figure" to "Protected Figure": The Curious Case of the Singaporean Politician', a paper presented at the Annual Conference of the CMCL-Centre for Media & Communications Law, at Melbourne Law School, Australia, 25-26 November 2010

'The Unbearable Whiteness of Beckham: Political Recoding of Celebrity Signs in First Amendment Jurisprudence', a paper presented at the 2nd NUS-Sydney Law School Symposium – *Negotiating Dichotomies: Public/Private, Present/Future, Rights/Responsibilities* – at NUS Law School, Singapore, 15-16 July 2010

'The Unbearable Whiteness of Beckham: Political Recoding of Celebrity Signs in First Amendment Jurisprudence', a paper presented at the 8th International Roundtable for the Semiotics of Law, at City University of Hong Kong, Hong Kong, 1-4 December 2009

'Fame Reloaded: The Contemporary Celebrity, Cultural Studies and Passing Off', a paper presented at the Inaugural NUS-Sydney Law School Symposium – *Rights, Regulation and Responsibilities: Australian and Singaporean Perspectives* – at Sydney Law School, Australia, 30-31 July 2009

'Copyright in a Fan-Literature Era: From *Sherlock Holmes* to *Ulysses* to *Harry Potter*', a paper presented at the Conference of the CMCL-Centre for Media & Communications Law, at Melbourne Law School, Australia, 20-21 November 2008 (jointly with Professor Megan Richardson)

'Rethinking Harm: Copyright in a Fan-Literature Era', a paper presented at the Obligations IV Conference, at NUS Law School, Singapore, 23-25 July 2008 (jointly with Professor Megan Richardson)

'*Wood v Duff-Gordon* and the Modernist Cult of Personality', a paper presented at The Enduring Legacy of *Wood v Lucy, Lady Duff-Gordon* Symposium, at Pace University School of Law, New York, 8-9 November 2007 (jointly with Professor Megan Richardson)

Selected Seminars on Legal Education

'Raising Your Global Profile', at 2020 Americas Regional Law Deans' Forum, Florida International University College of Law, Florida, 15 February 2020

'Raising the Bar: Legal Education in the 21st Century', at International Malaysia Law Conference, Kuala Lumpur, Malaysia, 16 August 2018