



MARK GOH

Founder | Entrepreneur | Advocate & Solicitor
Negotiator | Mediator | Enterprise Architect

PROFESSIONAL OBJECTIVE

My purpose is to remove the suffering of small companies by providing an evidence-based approach to the legal process. This doesn't take just money, it takes insight, hard work and a will for justice to prevail.

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SOCIAL MEDIA

 [linkedin.com/in/mark-goh-1b436710](https://www.linkedin.com/in/mark-goh-1b436710)

 [facebook.com/mark.g.leng.9](https://www.facebook.com/mark.g.leng.9)

 [instagram.com/vanillalaw_llc](https://www.instagram.com/vanillalaw_llc)

 twitter.com/vanillalaw?lang=en

 t.me/vanillalaw

 [youtube.com/channel/UCm9_LfxD-FhNb3Qgix2Plog](https://www.youtube.com/channel/UCm9_LfxD-FhNb3Qgix2Plog)

 open.spotify.com/playlist/0AUAU1yzUlbBmmmlQ3AER4?si=74e6ca0956184065

PROFILE

Mark started his law practice very shortly after he was admitted to the Singapore Bar in 1994. The law firm, VanillaLaw® LLC, now spans more than 2 decades. Through the decades, Mark has singlehandedly and successfully steered the firm through 5 global recessions.

Mark began his professional practice as a litigator in commercial, civil and criminal law. At the age of 29 years old, he was one of the youngest lawyers to be appointed as Lead Counsel in capital cases, having led no less than 30 capital cases within a 10 year period. He had the opportunity to work alongside prominent senior criminal lawyers, observing their court craft but all the while developing his own voice and advocacy style.

Having cut this teeth as a dispute resolution lawyer in the early days of his career, this has given him deep insights into how contracts (its structure and clauses) are being stress tested in the courts.

As an entrepreneur and business owner, coupled with his personal connection with the global business community, he is well placed to fully understand the challenges and triumphs faced by any SME (small and medium enterprise). Being an entrepreneurial lawyer, he has always been fascinated with the intricacies of running a business in all its aspects including marketing and sales, human resource, operations (not forgetting law and business structuring). Mark has unparalleled knowledge and working theories on how small businesses can endure and flourish (just like the larger organisations).

PROFESSIONAL EXPERIENCE

CORPORATE & COMMERCIAL WORK

As a corporate lawyer for the global business community, Mark has helped his clients close multi-million dollar mergers and acquisitions.

In the early 2000 during the rise of the dot.com era, Mark was instrumental in assisting a multi-national Korean company invest in a digital events platform with an investment value of more than S\$1 million.

In recent years, Mark helped his clients, a local Singapore company, successfully negotiate a multi-million dollar merger with Clarion Events Ltd (a company listed in the London Stock Exchange).

Mark works closely with several strategic alliance partners in the corporate finance ecosystem

EXPERTISE

Leadership
Entrepreneur
Critical thinking
Design thinking
Modular systems thinking
Negotiation skills
Mediation skills
Litigation skills
Arbitration skills

LANGUAGE PROFICIENCY

English
Chinese
Teochew (dialect)

EDUCATION

Year Of Call – 1994
Bachelor of Laws LLB (Hons),
University Of Buckingham (UK)
Barrister-at-Law Of The Middle Temple
Advocate & Solicitor (Singapore)
Accredited Mediator,
Singapore International
Mediation Institute
Member, Accreditation Core
Committee
Singapore Institute of Legal
Education
Trained Negotiator
University of Oxford
Certified Enterprise Architect
TOGAF Certification

PROFESSIONAL EXPERIENCE



It was great working with the team. They were commercial minded and gave us the legal advice candidly, while always keeping the ultimate goal of closing the deal in sight. We would work with the them again anytime! (It was a successful merger and acquisition).

Foo Chih Yuen
[Image Engine Pte Ltd]

DISPUTE RESOLUTION WORK

Within 3 years into his practice (late 1996), Mark instructed Charles Falconer, Q.C. of Fountain Court (London) to give his professional opinion in a multi-million dollar civil claim by the his client, a Malaysian businessman.

Then in 2003, Mark represented his client, Wee Soon Kim Anthony, in a multi million dollar civil claim against UBS AG. In this instance, Mark instructed 2 QCs for their legal opinions, Richard DeLacey, Q.C. (Fountain Court, London) and (the late) Michael Shatin, Q.C. (from Melbourne).

In and around 2011, Mark represented Zim Integrated Shipping Services whose owner is Idan Ofer (https://en.wikipedia.org/wiki/Idan_Ofer), an Israeli billionaire businessman in his company's suit and application for a world wide Mareva injunction against its ex-employee.

The above civil suits are just one of the many complex and high-value commercial dispute resolution cases

Mark has launched and defended numerous civil suits in the Singapore courts (from the State Courts to the Court of Appeal). He has taken on cases toe to toe with many Senior Counsels. For arbitration cases, Mark has represented clients in both the Singapore International Arbitration Centre (SIAC) and London Court of International Arbitration (LCIA)

In recent years, Mark has added Negotiation and Mediation to his expertise. Wearing the hat of a business owner, Mark recognises that such alternative dispute resolution methods are the preferred choices to resolve disputes. To date, he has had no less than 90% success rate in getting disputing parties to reach a mediated outcome.



I have entrusted all my legal affairs to Mark since 1997; from fund-raising agreements in Singapore to litigation in the London Court of International Arbitration. He's as quick off the mark in court as he is on his bicycle. Most importantly he takes a forensic evidence based approach which is in the interest of the small client, instead of burning fees on legal platitudes and litigation letters.

Jim Christopher James
[EastWest PR]

PROFESSIONAL EXPERIENCE



Recently I won a case under the guidance and advice of Mark and got most of my legal fees and court fees reimbursed. I have engaged local heavyweight law firms before, and I can say that Mark and his associate Boon Chong's client service and technical competence are parallel to, if not better, than them. Long before the pandemic, Mark has already adopted innovative technology to deliver legal services. While many law firms charge their clients on an hourly rate, they have taken a new approach by charging fixed fees for a defined scope of work. I would recommend Mark's service to anyone who values customer service and wants to manage their fees on no-surprise basis.

Martyn Chew
[GIC Group]

LEGAL TECHNOLOGY

At the forefront of legal technology, Mark is the architect of the world's first client-facing document assembly software, VanillaLaw® Docs. The software has a subscriber base of more than 1500 global business owners.

In May 2017, VanillaLaw® Docs was mentioned in the press release by Senior Minister of State for Law, Indranee Rajah, S.C. to launch "Tech Start For Lawyers"

In 2019, Mark was invited to participate in a 70 strong participant zoom event with Indranee Rajah and Minister for Culture, Community and Youth and Second Minister for Law, Edwin Tong, S.C. in a dialogue "Emerging Stronger Together as One Legal Industry". VanillaLaw® LLC was one of 4 law firms invited to share how he transformed and digitised his law firm to enable it to go global. [Read More below for all media mentions]



Tech for more productive interaction with clients: A good example is VanillaLaw® Docs, an interactive web-based platform created by Singapore law firm, VanillaLaw® LLC. VanillaLaw® LLC developed their own online contract template which, when used together with this platform, allows their clients to insert relevant information to prepare the first draft of legal documents.

The law firm reviews this and focuses on issues requiring legal advice and drafting amendments. The end product is still cleared by qualified lawyers but this technology enabled process cuts down the need for multiple or long meetings to take instructions. This saves time and costs for the firm and clients.

Indranee Rajah, Senior Counsel
Senior Minister of State for Law [Singapore]

OTHER ACHIEVEMENTS

Between 2012 to 2018, Mark was the Chairman of the Singapore Law Society's Small Law Firms Committee.

From 2010 to 2015, Mark founded and was the CEO of the largest group law practice in Singapore, Mozaic Group Law Practice, comprising a total of more than 50 lawyers and staff.

Mark currently sits on the Accreditation Committee of the Singapore Institute of Legal Education (SILE) for the profession's continuing legal education. (Prior to the formation of SILE), on appointment by the Law Society, he was an advocacy trainer for the Part B students (ie students undergoing the practice course before Call).

OTHER ACHIEVEMENTS

STRATEGIC ALLIANCES

As at 2019, VanillaLaw® is on a growth path to reach out to the global business community. The firm now has a Japanese foreign lawyer, Tomoka Sakamaki. Mark is a door tenant with Harwood Law Chambers (based in Manchester) and Capstone Legal (based in Jaipur, India). Mark also collaborates closely with Bridge Rock Consulting, a consulting firm with a vast network in the corporate finance community.

VOLUNTEER WORK

Chairman – ACMI [Archdiocesan Commission for the Pastoral Care of Migrants & Itinerant People]
1997 – 2019 [23 years]

Lead Counsel – LASCO [Legal Assistance for Capital Offences]
1994 – 2004 [10 years]

MEDIA MENTION

Mark has often been interviewed and quoted in the various local and international media publications and digital media bodies.

- 2020**
 - 15 October | SG Together**
Keeping It Plain And Simple - Doing It The Vanilla Way
 - 16 July**
How A Singapore Lawyer Uses Vanilla To Stop The SME Goose Chase.
- 2019**
 - 1 September | LawTech.Asia**
Legal Technology In Singapore
 - 21 January | Channel News Asia**
The Big Read: Rise Of The Machine – How Technology Is Disrupting Singapore's Law Firms
- 2018**
 - 1 February 2018, Tech In Asia**
3 Business Lesson I Learned From Running My Own Firm For 24 Years
 - 24 January | Economic Development Board**
Launch of Professional Services Industry Transformation Map
- 2017**
 - 6 September | Business Times**
Let's Save The Legal Bills; What Could Go Wrong? Everything
 - 6 September | Business Times**
Let's Save The Legal Bills; What Could Go Wrong? Everything
 - 29 August | Business Times**
No Arm Of The Law: How A Lack Of Legal Protection Hampers Start-Up and SMEs' Expansion
 - 28 February | CNA Singapore Tonight**
Interview With Mr. Mark Goh
 - 16 January | 93.8FM Live**
Interview With Mark Goh

MEDIA MENTION

2017

16 May | Asian Legal Business
The New Reality Of Virtual Law Firms

4 May | Lianhe Zaobao
Protect Your Rights

30 March | Lianhe Zaobao
在关系与规律之间寻求平衡

23 March | The Straits Times
Mindset Change Needed For Legal Tech Scene To Take Off

14 March | Asian Legal Business
ALB Innovation List 2017

2 February | The Straits Times
Honing Competitive Edge Of Legal Profession

a) 21 July | Ministry Of Law VanillaLaw® Docs
Keynote Address By Senior Minister Of State Indranee Rajah,
Ministry Of Law And Ministry Of Finance, At The Future Of Lawyering Conference 2017

b) 17 May | Ministry Of Law
Tech Start For Lawyers | A Note From Indranee Rajah S.C.,
Senior Minister Of State For Law

2016

c) 7 July | The Straits Times
Lawyer's Software Comes In Handy For SMEs

d) 27 June | Today
Online Legal-Drafting Services On The Rise In S'pore

e) 18 June | Asia Finance
Local Law Firm Launches Software To Help SMEs With Contracts

f) 25 May | The Straits Times
Software Designed To Help SMEs With Legal Documents

g) 25 May | Singapore Law Watch
Software Designed To Help SMEs With Legal Documents

h) 24 May | SME Magazine
Law Firm Launches Software To Help SMEs Prevent
Litigation's Double-Edged Sword

4 November | LinkedIn Pulse
The Future Of Legal Services

2014

9 April | The Straits Times
Han's Cafe Sues Japanese Restaurant Over Name

2013

22 April | Yahoo! News
Trade Unions Can Do More To Educate Migrant Workers In S'pore About Their Rights: Public Forum

22 March | The Strait Times
The Long Interview | The Underdog Advocate

MEDIA MENTION

2012

1 April | Law Gazette

Commoditising Professionalism

1 February | Law Gazette

Restraint Of Trade Clauses In Employment Contracts

1 January | Law Gazette

Vicarious Liability: The Close Connection Test And The Skandinaviska Decision

2011

1 November | Law Gazette

Developments In Law Of Discovery Of Electronic Documents

a) 17 October | TheEDGE

Laxey Fails Again To Oust UIS Board, But Pledges To Keep Up Pressure

Laxey Partners v United International Securities Board

b) 18 August | The Straits Times

Laxey Again Fails To Oust UIS Directors

c) 18 August | The Straits Times

Laxey Fails to Remove 4 UIS Directors

d) 17 August | The Straits Times

Laxey Makes 4th Bid to Oust UIS Directors

e) 17 August | The Straits Times

Battle Looms As Laxey Seeks UIS Board Seat

f) 24 June | The Straits Times

Laxey In Fresh Bid To Oust UIS Directors

12 April | Today

Second Man in SLA Scam Jailed

2010

27 October | The Straits Times

Number Of Small Law Firms Shrinking

a) 27 October | The Straits Times

Judge Throws Out 'Secret Wife' Case

Foreign Brides

b) 1 August | Her World

Disposable Brides

c) 14 March | CatholicNews

With These Shackles, I Thee Wed

9 July | The Straits Times

Law Society President Steps Down

MEDIA MENTION

2010

- a) 9 July | **The Straits Times**
'Judas' Trial | No Further Action By Police Azmi Jaafar v Bader
I F Al Balawi
- b) 5 March | **The Straits Times**
Saudi Embassy To Cooperate
- c) 3 March | **The Straits Times**
Man Alleges Condo Attack By Diplomat
- 1 January | **Law Gazette**
Pro Bono And The Small Law Firm Practitioner

- g) 16 January | **Today**
Shipping Firm's Suit Dismissed Zim Integrated Shipping
Services Ltd v Dafni Igal

2009

- a) 31 July | **Today**
What Did He Want Singapore Passport For?
- b) 31 July | **Today**
He Said One Thing On Citizenship Forms...
- c) 23 July | **Today**
'Judas' Trial | A Corporate Witch Hunt
- d) 22 July | **Today**
'Judas' Trial | He's Accused Of Selling Out Firm
- e) 22 July | **Business Times**
Ex-Boss Took Fees From Rival: Zim
- f) 30 July | **Fairplay**
Former Zim Asia Chief On Trial

- a) 4 May | **The New Paper**
Aware Showdown: Volunteer Power The AWARE Saga (Association of
Women for Action and Research)
- b) 4 May | **The Straits Times**
Aware Leadership Grab
- c) 4 May | **The Straits Times**
Ill-Fated Coup
- d) 4 May | **The Straits Times**
Learn From This Episode: DPM
- e) 3 May | **The Straits Times**
Aware Showdown | New Guard Ousted
- f) 26 April | **Today**
A Defence Tinged With Regret
- g) 25 April | **The New Paper**
Mr Contrary | He's Our 'Legal Adviser'
- h) 25 April | **The New Paper**
Tussle For Aware: Contrasts & Characters

MEDIA MENTION

2009

26 August | **The Straits Times**
Avoid Multiple-Client Cases, Lawyer Told

9 February | **The Straits Times**
Small Law Firms Can Be Good As Well

2008

23 December | **Today**
The Test That Failed

a) 5 December | **The Straits Times**
One-Man Law Firms 'Un-Ltd'

One-Man Law Firms

b) 26 November | **The Straits Times**
Suing Banks Not That Easy

18 November | **Law Gazette**
Creating An Environment For Small Law Practices To Flourish

18 November | **Law Gazette**
In The Public Eye | The Public Law Issue

a) 20 September | **Today**
Boss Who Cycle To Work

Biking To Work

13 September | **Today**
Sometimes Legal, Sometimes Illegal

2 January | **The New Paper**
Rogue Lawyers Hurting Small Firms' Business And Reputation

2 January | **The New Paper**
Rogue Lawyers Hurting Small Firms' Business And Reputation

13 August | **Minority Report**
The Small Law Firm Litigator

2007

13 August | **Minority Report**
The Small Law Firm Litigator

7 August | **The New Paper**
She Wins Court Battle But Loses Out On En-Bloc Windfall

26 April | **The New Paper**
Safety Or Fairness

2006

23 June 2006, **The New Paper**
Big Drama After Geylang Romp

16 February | **The Law Society Of Singapore**
Back To Basics. Forward To The Future: The Future Of
The Legal Profession

MEDIA MENTION

2006

a) 18 November | **The Straits Times**
Ex-Lover In Jail, But She's Scared To Go Out

Public Prosecutor v Richard Yong & Alwyn Lim (National Kidney Foundation Directors)

b) 18 March 2006, **The Straits Times**
Prosecution Pushes For Two Separate Trials For Ex-ACCS Chief

c) 5 January | **Today**
Trial Dates Set For ACCS Accused

2005

d) 2 December | **Today**
Were NKF Directors' Dealings Above Board?

a) 12 November | **The Straits Times**
ACCS Founder Faces 55 More Charges

Public Prosecutor v Sim Ee Tong

a) 9 December | **The Straits Times**
Judge Orders Boy, 15, To Be Caned, Then Spares Him

Teen 'Hitman' & Chua Beng Hin

b) 18 November | **The Straits Times**
Ex-Lover In Jail, But She's Scared To Go Out

c) 18 November | **The New Paper**
Parents On Teen Who Agrees To Kill For \$50

d) 18 November | **The New Paper**
Week Of The Murder: He Asked Mum For Sleeping Pills

e) 18 November | **The New Paper**
Second Teen 'Hitman'

31 May | **The Straits Times**
Hong Leong Finance Lets Clients Do The Talking In New Ads

2004

a) 29 September | **Today**
Fish Versus Fish

O.B. Singapore Operations Pte Ltd (Fish & Co) v MFM Restaurants Pte Ltd (Manhattan Fish Market) & Low Theng Yong Dickson

b) 20 September | **The New Paper**
Seafood Chain Sues Former Manager

20 July | **The Straits Times**
Company Calls Off First 'Christian' IPO

3 July | **Today**
Geylang Kuay Teow Towkay's Tangled Legacy

a) 23 April | **The New Paper**
Father Kang's Goddaughter Talks To Andre Yeo

Emily Chan v Joachim Kang Hock Chai

b) 20 March | **The Straits Times**
Priest Loses Bid To Have Frozen Funds Released

c) 20 March | **The Straits Times**
Top Clerics To Testify Against Priest In \$5.1m Trial

MEDIA MENTION

- 2003**
- **23 August | The Straits Times**
Lawyer-Basher's Sentence Beyond Maximum Ruled Wrong
 - **23 July 2002, The Straits Times**
Retired Lawyer Will Handle His Own Case
- 2002**
- **23 July 2002, The Straits Times**
Retired Lawyer Will Handle His Own Case
 - **30 January | The Straits Times**
Thai Nationals Working In Jungle Hideout
- 2000**
- **24 November | Today**
Father Brings Son Here For Treatment, Molests Nurse
 - **23 June | The Straits Times**
Lawyers Get Nod For Stakes In Client Firms
 - **3 January | Xin Min**
Thai Worker Killed Bangladesh Worker
- 1998**
- **31 December | The Straits Time**
A Points System To Decide PR Status
 - **2 August | The Straits Time**
In Search Of A Willing Inheritor
 - **3 March | The Straits Time**
Boom Time For Litigation Lawyers

REPORTED CASES IN THE LAW REPORTS

Of the many cases that Mark has represented for his clients, many have found their way into the Singapore Law Reports as a matter of public interest and to make law amongst the Commonwealth countries.

The Court of Appeal, Singapore Cases (Reported)

- Toh Wee Ping Benjamin v Grande Corp Pte Ltd [2020] 2 SLR 308
- Zim Integrated Shipping Services Ltd v Dafni Igal [2011] 1 SLR 862
- Chia Song Heng v Public Prosecutor [1999] 3 SLR(R) 166
- Ong Chee Hoe v Public Prosecutor [1999] SGCA 66
- Wee Soon Kim Anthony v UBS AG [2003] 2 SLR(R) 91
- ouis Pius Gilbert v Public Prosecutor [2003] 3 SLR(R) 418
- Thongtot Yordsa-Art v Public Prosecutor [2002] 2 SLR(R) 412
- Mansoor s/o Abdullah v Public Prosecutor [1998] SGCA 57
- Lau Song Seng v Public Prosecutor [1997] SLR(R) 772
- Mazlan bin Sulaiman v Public Prosecutor [1996] SGCA 20
- Muhammad Jefry v Public Prosecutor [1996] SGCA 44

The Supreme Court of Singapore Cases (Reported)

Han's (F & B) Pte Ltd v Gusttimo World Pte Ltd [2015] 2 SLR 825
Alvin Nicholas Nathan v Raffles Assets (Singapore) Pte Ltd [2015] SGHC 14
Zim Integrated Shipping Services Ltd v Dafni Igal [2010] 2 SLR 426
Re Wee Soon Kim Anthony [2007] SGHC 66
Chor Pee & Partners v Wee Soon Kim Anthony [2005] 3 SLR(R) 433
Godfrey Gerald QC v UBS AG [2004] 4 SLR(R) 411
Re De Lacy Richard QC [2003] 4 SLR(R) 23
Re Godfrey Gerald QC [2003] 1 SLR(R) 461
Wee Soon Kim Anthony v Law Society of Singapore
(Davinder Singh and Anor, proposed interveners) [2003] 4 SLR(R) 18
Public Prosecutor v Thongthot Yordsa-Art [2002] SGHC 34
Yap Ah Chuan v Public Prosecutor [2001] SGHC 217
Public Prosecutor v Chia Song Heng [1999] SGHC 154
Public Prosecutor v Ong Chee Hoe [1999] SGHC 162
Public Prosecutor v Bryan Yeo Sin Rong [1998] SGHC 266
Public Prosecutor v Mansoor s/o Abdullah [1998] SGHC 210
Teo Lam Choon v Public Prosecutor [1997] SGHC 318
Public Prosecutor v Foo Then Peng [1997] SGHC 240
Public Prosecutor v Heah Song Mong [1996] SGHC 263
Mazlan bin Sulaiman v Public Prosecutor [1996] SGHC 72
Teo Tiang Hoe v the Public Prosecutor [1995] SGHC 189
Teo Tiang Hoe v Public Prosecutor [1995] SGHC 152