

A large graphic of Thailand, represented by a dense grid of yellow dots on a dark blue background. The shape of Thailand is filled with these dots, and the word "Thailand" is written in white text to the right of the graphic.

Thailand



## ZICO IP in Thailand

The ZICO IP practice in Thailand is led by highly experienced and energetic IP professionals who provide practical, strategic, and holistic IP solutions to protect your valued creativity and innovations.

Our IP team in Thailand is specialised in IP practice not only in Thailand but also Cambodia, Laos, Myanmar, and Vietnam (CLMV). We combine local knowledge and experience with an international approach to focus on providing tailored IP services that suit our clients' particular requirements.

With ZICO offices strategically placed throughout ASEAN, we are also able to assist clients beyond CLMV. All ZICO IP teams consist of top-ranked IP practitioners whose expertise embrace all facets of IP, from registration, litigation and enforcement to transactional advice.

ZICO IP is a member of ZICO, an integrated network of multidisciplinary firms providing professional services and solutions.



*“A team of highly experienced and esteemed lawyers”*

Chambers Asia Pacific 2015

## Why us ?

We offer our clients a full service IP practice, including patent drafting and IP litigation in Thailand. We are trusted to represent renowned local and international corporations from a wide range of sectors including automotive, pharmaceutical and medical, biotechnology, consumer products, food and beverage, luxury goods, oil and energy, IT and telecommunications, financial services, insurance services, publishing and media, entertainment and hospitality.

### Some of our engagements include:

- Managing trademark portfolios for a global insurance company in Thailand, Cambodia, Vietnam, and Myanmar
- Engaged by a Thai government agency in a copyright infringement matter filed by a foreign researcher with the Central Intellectual Property and International Trade Court.
- Representing a leading local beer and beverage company in trademark opposition actions against trademark squatting in several countries.
- Advising a leading oils & gas company in Thailand for IP commercialisation and cross-border technology transfer projects
- Representing a leading US hair clipper manufacturing company to development and implement an efficiency anti-counterfeiting campaign in Thailand. The project includes identifying sources of the fake goods, sending 'Warning Notices' to the targeted shops and develop border control measures with Thai Customs.

*“They know my concerns and serve me with service beyond my expectation with controllable cost.”*

www.zicoholdings.com

Client Feedback, Managing IP, 2017

## Our services

### IP Prosecution and Registration

- Protection, and registration of patents, trademarks and industrial designs
- IP rights clearance and searches
- Patent drafting and analysis
- Recordation and declaration of ownership of copyrights and trade secrets

### IP Dispute Resolution & Litigation

- Infringement actions pertaining to patents, trademarks, copyright and industrial designs
- Invalidation actions for patents, trademarks and industrial designs
- Appeals to court against decisions of Registrar of Trade Marks, Patents and Designs
- Breaches of confidentiality Interim reliefs including Anton Piller orders and injunctions
- Mediation in IP rights disputes
- Arbitration in breach of IP agreements

### IP Enforcement

- Strategising, planning and implementing anti-piracy and anti-counterfeiting programs
- Conducting market survey and pre-raid investigation
- Carrying out liaison and policy work with authorities
- Conducting enforcement and raid action with authorities
- Verification and post-raid formality actions
- Launching publicity and IP awareness campaigns
- Organising and conducting training sessions for Enforcement and Custom officers

### Transactional IP

- Licensing of trademarks, patents, designs and copyright
- Transfer and assignment of IP rights
- Franchising advice
- Technology transfer and technical assistance agreements
- IT contracts
- Media contracts, e.g., publishing, artist management, distribution of IP works

### IP Valuation

- Conducting IP valuation by working in tandem with specialist IP valuers
- Reviewing and preparing related documentation on IP collaterals

### IP Management & Valuation

- Management of portfolio of IPR for clients both regionally and globally
- IP due diligence in acquisitions
- IP audit for companies
- Trade secret management, data protection and privacy
- Consents and assignments for IP created by employees/contractors (work for hire)
- IP risk assessments and management
- Freedom-to-Practice investigations
- Conducting IP valuation by working in tandem with specialist IP valuers
- Reviewing and preparing related documentation on IP collaterals

## Contacts



**Kamolchanok** is a Director and an accomplished Patent Manager based in our Bangkok office. Her wealth of experience in the patent practice spans over a decade, during which time she has established herself as an expert in managing patent and design portfolios for clients across a wide range of industries, including telecommunications, petrochemicals, and consumer products.

**Kamolchanok Sinhaseni**  
Director  
Kamolchanok.s@zicoip.com  
t. +66 92 267 8777



**Fon** advises on IP protection and enforcement including trademark, copyright, and patent issues in Thailand and other countries. She manages clients' worldwide portfolios, handles international and domestic trademark registrations, trademark licensing, trademark searches, opposition, counter-statements, appeals, cancellations, and response of office actions with the Registrar and Trademark Board.

**Pawarisa (Fon) Suwannachote**  
Partner  
pawarisa.s@zicoip.com  
t. +66 92 267 8777



**Paramee's** expertise ranges from IP prosecutions to IP enforcement & litigation. Her practice also covers IP commercialization, enforcement, infringement, and litigation for local and international clients. IP Due Diligence work and IP transactions as well. Besides IP practice, Paramee also covers matters on data protection and privacy law.

**Paramee Kerativitayanan**  
Partner  
Paramee.k@zicoip.com  
t. +66 92 267 8777



ZICO IP delivers all facets of Intellectual Property solutions from registration, dispute resolution and enforcement to transactional and regulatory advice in the ASEAN region and beyond. Our practice covers: IP prosecution and registration, IP dispute resolution, IP enforcement, transactional IP, IP valuation, IP management, regulatory advice. ZICO IP is part of ZICO, an integrated network of multidisciplinary firms helping organisations and individuals succeed in ASEAN. **More about us: [www.zicoholdings.com](http://www.zicoholdings.com)**

## Trusted Advisors

Building Trusting Relationships Through Innovative Solutions