



# ROUSE

Myanmar



# About Rouse

Rouse is a specialist IP consultancy, providing the full range of IP services to many of the world's leading IP owners.

Established in the United Kingdom in 1990, it now has 16 offices in Africa, Asia, Europe and the Middle East, as well as an associated office in Saudi Arabia. Rouse is regularly ranked among the leading IP firms in the various jurisdictions in which it operates.

Its team of more than 600 includes IP professionals from a wide range of disciplines. Lawyers, patent and trade mark attorneys, researchers and specialist IP investigators work seamlessly together, combining a high level of professional skills and experience with 'on-the-ground' practical and commercial know-how.





## Rouse in Myanmar

Rouse's newest office in Yangon, presents an exciting opportunity as well as a great challenge, being the first in an opening market.

Rouse Myanmar is a recent extension to the Rouse family- and launched in November 2013 due to a high client demand. We are the first International IP firm to have an office in Myanmar. We are uniquely positioned to operate in Myanmar as not only are we the go to IP firm in Asia, with five ASEAN offices, but we have been instrumental in working with the government to develop the new design and trade mark laws.

We have also been active in Myanmar for the last five years and already manage the IP portfolios of over 50 clients in this country.





## Our services

We currently offer trade mark, patent and design prosecution and portfolio management as well as having a focus on IP commercialisation and technology transfer.

We have recently been involved in some exciting projects such as:

- Assisting the Ministry Of Science and Technology (MOSTE) in drafting IP legislations
- Securing the recordal of designs for a well known Japanese motorcycle manufacturer
- Giving advice and drafting commercial agreements for a major convenience store company
- Obtaining registration of the first geographical indication in Myanmar for “Champagne”
- Obtaining the closure of an unauthorised restaurant what was infringing a well known trade mark
- Conducting the successful enforcement of actions in Mandalay against unauthorized dealers in footwear



## Why we are different

### Why choose Rouse in Myanmar

- We are the only International IP firm that has an office in Myanmar
- We are specialised in Asia, with our five ASEAN offices, we are known for being the go to international firm in this region. Myanmar has been dubbed the last frontier market in Asia and we have been working there for many years for over 50 clients
- We are transparent in our approach, we don't hide the issues faced in this market and there's no 'black box' to get results, which we know that clients appreciate
- We have an in-depth knowledge of the draft IP laws in Myanmar having worked on the INTA committee that reviewed them
- We know the Myanmar market well, have strong connections there and are working on further building our presence there



## Contact us

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