



ROUSE

Thailand

www.rouse.com

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 Thailand

Thailand faces some exciting challenges in the field of Intellectual Property over the next few years.

As well as continuing to combat counterfeiting activity, which continues to hamper business growth, it will be relying increasingly on its Intellectual Property system to foster local innovation and development.

The establishment of the Central Intellectual Property and International Trade Court (CIPITC) in 1997 has put Thailand ahead of many of its neighbours in technical IPR expertise. This, combined with its involvement in the WTO and increased police enforcement activity in IP matters, makes Thailand a country where IP holders are seeing positive results.

Rouse established an office in Bangkok in 2000, when it was joined by Fabrice Mattei, who already had an established reputation for IP protection and enforcement there.

Our team in Bangkok combines qualified Thai lawyers, patent and trade mark agents, and specialist IP investigators. As well as providing the full range of IP services in Thailand, it also provides a comprehensive range of IPR services throughout the ASEAN region. From Thailand, we work also in Singapore, Malaysia, Myanmar, Laos and Cambodia.



Our services

We provide the full range of IP services - from devising and implementing global evidence gathering, dispute resolution and protection strategies to providing commercial IP and patent and trade mark agency services.

Searching, filing & registration

We provide a full trade mark, design, utility model and patent filing and prosecution service, fully supported by the technology required to meet our clients' service expectations. Key features of our filing services include:

- efficiency and reliability, using custom designed databases to which our clients can have access
- prompt response
- comprehensive and clear reporting
- competitive pricing.

Searching, filing and registration work is carried out on a fixed-fee basis.

We have a great deal of experience working with the Trade Mark Examiners at the Department of Intellectual Property, and routinely advise large and small businesses, from a wide variety of industries, on the maximisation of their current trade mark portfolios and the selection of new marks.

Our Patent Group combines a solid technical background in various areas such as biotechnology, chemistry, mechanics with patent law expertise and business acumen to provide our clients with the advice they need to stay competitive in the global and regional marketplace. We have particular expertise in life science, plant varieties, biological diversity, bio-prospecting and bio-piracy, and have been advising various Thai governmental agencies on the protection and licensing of Thai natural resources.

Further details of our filing services and fees are available on our website: www.rouse.com.

Investigation and watch services

Our Investigation Group is made up of experienced in-house investigators from different backgrounds. It is

fully integrated with our global investigation business.

We provide professional intellectual property investigation services from trade mark non-use investigations to in-depth investigation against factories producing counterfeit goods. Our investigators have extensive training, business experience and an understanding of Thailand's intellectual property laws. Our services include market surveys, physical and cyber (B2B, B2C) investigation of counterfeit products, product diversion, gathering documentary evidence, and transnational investigations.

We have a substantial online investigation capability. We also carry out online trade mark and domain name use enquiries, convert trade mark and domain name buybacks and due diligence enquiries. We have undertaken many market surveys including surveys in technical fields such as pharmaceutical and chemical. Investigations into local traders are also used to obtain evidence for Customs enforcement, warning letters and litigation in Thailand. Our investigators have front companies inside and outside the region and routinely undertake activities involving other Asian countries.



Criminal enforcement

Our service covers the enforcement of all intellectual property and domain name rights. We are involved in and advise on a wide range of anti-counterfeiting issues including interlocutory and border measures, seizure, injunctions, damages and costs, and judicial intervention. We have a great deal of experience working with the Enforcement Authorities in Thailand, in particular the Economic Police ('ECOTEC'), the Department of Special Investigation ('DSI'), the Crime Suppression Division ('CSD'), Royal Thai Customs, and the Food & Drug Administration ('FDA'). We represent all industries, from publishing to pharmaceutical.

We regularly lecture at seminars organised by ASEAN, APEC, WCO, USPTO and ECAP on the enforcement of intellectual property rights, and provide training to enforcement authorities. We have trained Judges from Cambodia, Laos, Indonesia, Malaysia and the Philippines on IPR prosecution techniques at seminars organised by the CIPITC and ECAP.

Commercial IP services

We handle a wide range of commercial IP work in Thailand. This

includes negotiating and drafting contracts such as franchising, sponsorship and other IP specific agreements. We also provide regulatory advice on areas such as data protection.

Product liability

In a global trade environment, with an increasing reliance on overseas suppliers, businesses can no longer afford to treat product liability lawsuits simply as a cost of doing business. As product safety issues involving imported goods make clear, companies risk serious damage to their reputation and financial stability they do not take preventative measures, or have effective defence. We specialise in advising clients on product liability and consumer law issues.

Litigation

Civil intellectual property litigation is handled by specialist Thai barristers at the CIPITC. We have successfully handled several ground-breaking cases in the CIPITC (and on appeal to the Supreme Court) in relation to copyright and trade mark infringement and passing-off. We have also acted in some of the first patent infringement actions to be brought before the CIPITC.

Geographical indications

We are active in the protection of geographical indications and the registration of certification and collective marks. There are a number of complex steps to be completed, especially in relation to the definition of 'specifications' and the policing of compliance with the rules by all growers or producers in the place of origin. Assistance in navigating these rules is therefore advisable. Our firm has long been advising Thai, EU and foreign geographical indication holders on their rights and obligations before, during and after registration. We believe we have unique experience in this area, and in the food and agriculture sectors in general.

Advertising clearance

Our Advertising Group is experienced in reviewing, vetting and providing advice in relation to proposed advertising content, whether it be in the context of territorial broadcasts, print publications, direct mail, telemarketing, web and e-mail advertising. It is also experienced in the negotiation and drafting of advertising, publication and broadcast campaign agreements.



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