

Brand Protection Abroad Opportunities and Challenges

TUESDAY, 26th SEPTEMBER 2017
CROWNE PLAZA BANGKOK LUMPINI PARK HOTEL, 1:00 pm – 5:30 pm
(SALADAENG BTS STATION, SILOM MRT STATION)

Seminar by **LAWPLUS**
บริษัท ลอว์พลัส จำกัด LawPlus Ltd.

If you are taking your business overseas but not sure how to best legally protect your brands abroad from being copied or claimed or if you want to hear about the trademark registration in CLMV, the EU trademark registration or the international trademark system, then you should attend this seminar to hear from a panel of experienced IP lawyers.

Today's global economy provides a world of opportunity for smart businesses – both large and small – selling goods and services beyond their national borders. Operating in international markets means competing on the world stage. In a competitive market, a strong brand can help you to build consumer loyalty and benefit from premium prices. Although you may not have exported your goods or services overseas, there is high possibility that your goods and services will be available beyond national border as goods and services flow across boarder increasingly fast. Thus, protection your brands overseas is very important to your business.

Featured Topics

- How to Protect Your Trademark in Cambodia-Laos-Myanmar-Vietnam (CLMV) and as EU Trademark Registration with European Union Intellectual Property Office (EUIPO)
- How to Protect Your Trademark Internationally as International Trademark Registration under the Madrid System with World Intellectual Property Office (WIPO)
- Thailand's Accession to Madrid Protocol and Its Implications to Thai Brands
- Challenges and Tips for Protecting Your Trademark Abroad in a Cost-Effective Manner

Agenda:

1:00 PM	Registration
1:15 PM	Opening Remarks by Mr. Kowit Somwaiya, Managing Partner of LawPlus Ltd.
1:20 PM	How to Protect Your Trademark in Cambodia-Laos-Myanmar-Vietnam (CLMV) <ul style="list-style-type: none">• Your Trademark and its Importance in CLMV• Trademark Registration in CLMV – Process and Requirements• Differences Among Countries• Challenges and Tips
2:15 PM	How to Protect Your Trademark in EU: EU Trademark Registration with European Union Intellectual Property Office (EUIPO) <ul style="list-style-type: none">• What is EU Trademark?• EU Trademark Registration with EUIPO Compared with National Trademark Registration with IP Office of each EU country• EU Trademark Registration with EUIPO – Process and Requirements• Challenges and Tips
3:15 PM	Coffee Break
3:30 PM the	How to Protect Your Trademark Internationally: International Trademark Registration under Madrid System with World Intellectual Property Office (WIPO) <ul style="list-style-type: none">• What is International Trademark Registration under the Madrid System?• Differences between National Registration System and the Madrid System• International Trademark Registration under the Madrid System – Process and Requirements• Pros and Cons of International Trademark Registration• Thailand's Accession to the Madrid System and Amendment of Trademark Act• Challenges and Tips
4:30 PM	Q & A
5:30 PM	Closing Remarks, End of Seminar

Cost: THB1,200 plus THB84 for the VAT (THB1,284 in total)

Registration: Please complete and return the form to us by 22nd September 2017

The seminar will be presented in Thai. Materials will be made in English

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Speakers



Mr. Kowit Somwaiya, Managing Partner, LawPlus Ltd.

Kowit Somwaiya is the Founder and Managing Partner of LawPlus Ltd. and LawPlus Myanmar Ltd. He has been in the IP law practice since 1982 and has been ranked and recognized as one of the leading IP lawyers of Thailand. Currently he is the Vice President of the Intellectual Property Association of Thailand, the Chair of the Harmonization of Trademark Law and Practice Committee of the International Trademark Association (INTA), the Co-Chair of the Global Advisory Council (Asia-Pacific) of INTA, a member of the International Anti-Counterfeiting Coalition, a member of the Intellectual Property Owners Association and a committee in the Anti-Counterfeiting Committee of the Asia Patent Attorneys Association.



Mrs. Prasantaya Bantadnan, Partner, LawPlus Ltd.

Prasantaya holds an LL.M. in International Economic Law from the University of Warwick, LL.M. in International Business Legal Studies from the University of Exeter, both from the UK and an LL.B. from Thammasat University, Thailand. She is a member of the Lawyers Council of Thailand, the Thai Bar Association, the Intellectual Property Association of Thailand, the ASEAN Intellectual Property Association (Councilor representing Thailand), the Asian Patent Attorneys Association (Trademark Committee from 2013 – 2015 representing Thailand), the International Trademark Association, the International Bar Association, the International Anti Counterfeiting Coalition and the Licensing Executives Society.



Ms. Usa Ua-areetham, Senior Associate, LawPlus Ltd.

Usa holds an M.A. in Economics Law and an LL.B. (2nd Class Honours) in Business Law from Chulalongkorn University. She is a member of the Lawyers Council of Thailand, the Thai Bar Association, the Intellectual Property Association of Thailand and the Asian Patent Attorneys. She has more than 10 years experiences in giving advices to local and international clients on all intellectual property matters.



Ms. Paramee Kerativitayanan, Associate, LawPlus Ltd.

Paramee holds an LL.M. from New York University (Competition, Innovation and Information Law Program, major in IP Law) and an LL.B. in business law (1st Class Honours, Gold Medal) from Chulalongkorn University. She also holds a certificate in IP Advanced Legal Studies from the Lawyer Council of Thailand. She was awarded a Young Thai IP Law Ambassador in 2013. She won the IP moot court competition organized by the Intellectual Property and International Trade Court in the same year. She is specialized on intellectual property matters.

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Registration Form

Please fill in information below and send this form to us at wachira.onthaworn@lawplusltd.com or fax number +66 2636 0663

Name

Occupation / Position

Email

Company

Address

Tel.

Website

Payment: THB1,284 (THB1,200 for the registration fee, THB84 for the VAT). If payment is made by a company, please withhold 3% tax (THB36) on the registration fee and issue a tax receipt for LawPlus Ltd. (Please indicate the company name and Tax ID No.)

Check payable to "LawPlus Ltd." Please send the check to LawPlus Ltd., Unit 1401, 14/F Abdulrahim Place, 990 Rama IV Road, Silom, Bangrak, Bangkok 10500.

Fund transfer to "LawPlus Ltd." Savings Account No. 031-0-015995, Bangkok Bank PCL, Abdulrahim Branch. Please send us a copy of the payment slip to account@lawplusltd.com.

How do you know about our seminar? (Please check the box.)

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Prefer not to answer

Thank you for your registration! See you Soon!

LawPlus Ltd, Unit 1401, 14th Floor, Abdulrahim Place, 990 Rama IV Road, Silom, Bangrak, Bangkok 10500

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