



Areeya Pornwiriyaangkura

Attorney-at-Law

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Office: Bangkok, Thailand

Practices: Intellectual Property, Dispute Resolution and Litigation, Regulatory Affairs, Government Relations, Commercial Transactions and M&A

BIOGRAPHY

Areeya Pornwiriyaangkura is an attorney-at-law in Tilleke & Gibbins' intellectual property group. She provides legal advice to a variety of high-profile IP owners both locally and internationally and to several world-leading pharmaceutical companies.

Her areas of practice include IP enforcement, licensing and distributorship, and pharmaceutical regulation. Areeya has a keen interest in IP commercialization transactions and pharmaceutical regulation, and she is a prolific author and speaker on these topics.

Areeya also works closely with IP litigators on complex patent litigation, encompassing preliminary injunctions, Anton Piller orders, settlement negotiations, and other critical matters.

EXPERIENCE

- Represented a multinational pharmaceutical company in patent infringement litigation against a local generic company. Managed a major pharmaceutical-related patent during a trial on patent infringement.
- Acted as counsel to a major pharmaceutical company, which representation included liaising with the Thai FDA on marketing compliance issues, verifying that the client's marketing activities were in compliance with the complex regulations governing pharmaceutical practice in Thailand, and preventing and mitigating risk and loss.
- Represented a multinational pharmaceutical company in its cancellation petition against a registered trademark based on the mark's similarity to an International Nonproprietary Name (INN) issued by the World Health Organization (WHO). The Board of Trademarks withdrew the trademark.
- Represented the top direct sales company in Thailand against a Thai company that filed a criminal case and a civil case seeking damages for alleged wrongful acts and loss of reputation.
- Represented our client before the IP&IT Court and obtained a very favorable settlement just prior to the rendering of judgment in what has been widely regarded as the largest and most complex patent infringement case in Thai history. In this multijurisdictional case, our team not only secured a rare Anton Piller order to seize infringing goods, which enabled us to successfully prove infringement, but also formulated extensive strategies for protecting the validity of our client's patent.

EDUCATION

MLI, University of Wisconsin Law School

LLM, University of Pittsburgh School of Law

LLB, Assumption University

LANGUAGES

Thai, English