



## Kasama Sriwatanakul

### Attorney-at-Law

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**Office:** Bangkok, Thailand

**Practice:** Intellectual Property

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### BIOGRAPHY

Kasama Sriwatanakul, an attorney-at-law in the firm's intellectual property group, specializes in worldwide trademark contentious and noncontentious matters. She represents multinational companies as well as local Thai companies in investing and protecting their trademarks in both domestic and overseas markets. Kasama has a special expertise in processing the recordation of well-known trademarks with the Thai Department of Intellectual Property's Board of Well-Known Marks.

Kasama is an admitted member of the Thai Bar Association and the Lawyers Council of Thailand. She has completed the Barrister-at-Law requirements of the Institute of Legal Education, Thai Bar Association, and is an active member of the Intellectual Property Association of Thailand, as well as a registered patent agent.

### EXPERIENCE

- Overcame the rejection of the Japanese Registrar on 15 different citations, even though our Japanese colleagues believed the chances of success were not good. We argued against the citation and succeeded in the end.
- Stopped an infringer from using the client's trademark as the name of a Japanese spa.
- Secured a well-known recordation in Thailand for a leading global health company.
- Appealed the Trademark Registrar's rejection of our client's flying eagle device mark based on confusing similarity. The Board of Trademarks withdrew the Registrar's decision and allowed the client's mark to be registered.

### EDUCATION

LLM, University of Kent

LLB, Chulalongkorn University

BA, Chulalongkorn University

### LANGUAGES

Thai, English