



## Pattama Tavichai

### Attorney-at-Law

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**Office:** Bangkok, Thailand

**Practice:** Intellectual Property

## BIOGRAPHY

Pattama Tavichai is an attorney-at-law and the supervisor of oppositions, counterstatements, appeals, cancellations, and trademark pre-litigation in the firm's intellectual property group. Pattama has more than 20 years of experience in this field and leverages her deep knowledge to guide trademark owners in protecting their marks in Thailand. She also provides legal opinions on trademark issues and drafts affidavits for submission to the Board of Well-Known Marks.

Widely regarded as an expert in trademark protection by her clients and colleagues, Pattama mentors professionals working on trademark pre-litigation matters. Pattama is a member of the Thai Bar Association, the Lawyers Council of Thailand, and the Intellectual Property Association of Thailand.

## EXPERIENCE

- Secured the registration of a famous mark for clothing products through an appeal to the Board of Trademarks.
- Represented a foreign owner of an unregistered trademark in successfully opposing the registration of a similar mark in Thailand.
- Successfully petitioned the Trademark Registrar to change its opinion regarding a disclaimer requirement through filing an appeal petition. We prevailed in our argument that the Roman letters were sufficiently stylized; as a result, the Registrar cancelled the disclaimer instruction.
- Recorded a well-known mark in Thailand utilizing an affidavit drafted to conform to the requirements and expectations of the Board of Well-Known Marks.

## EDUCATION

LLB, Sukhothai Thammathirat Open University

BA, Payap University

## LANGUAGES

Thai, English