



Somboon Earterasaron

Consultant

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Practice: Intellectual Property

BIOGRAPHY

Somboon Earterasaron is a consultant in the firm's intellectual property group. He has extensive experience in formulating strategies for the successful management of worldwide trademark portfolios as well as employing customized techniques for protecting and enforcing clients' trademark rights on a global basis. He specializes in international trademark registrations, licensing, assignments, copyright recordal, software recordal, and in reviewing and constructing distributorship contracts.

Somboon represents several giant Thai companies (private and public) in investing and protecting their trademarks in both domestic and overseas markets. He also devotes much time to teaching Thai entrepreneurs about the importance of intellectual property rights. Somboon is an active member of the Intellectual Property Association of Thailand (IPAT), ASEAN Intellectual Property Association (AIPA), and Asian Patent Attorneys Association (APAA), and is a qualified Patent Agent certified by the Department of Intellectual Property.

EXPERIENCE

- Secured a preliminary injunction against an infringing trademark in Israel at the Israel Court of First Instance.
- Secured a preliminary injunction order by the Dusseldorf Court to prohibit the use of the infringing mark at the ANUGA Fair in Cologne, Germany.
- Collaborated with government authorities to seize two containers of infringing products at the Ho Chi Minh port.
- Overcame a U.S. Trademark Examiner's refusal to register the clients' mark.
- Registered a Thai famous beer brand as a well-known trademark in Thailand.

EDUCATION

LLB, Chulalongkorn University

Master of Management, Chulalongkorn University

BA, Thammasat University

LANGUAGES

Thai, English