



Suebsiri Taweepon

Attorney-at-Law

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Office: Bangkok, Thailand

Practices: Intellectual Property, Dispute Resolution and Litigation, Technology, Multimedia, and Communications

BIOGRAPHY

Suebsiri Taweepon is an attorney-at-law specializing in IP enforcement in the intellectual property group. Suebsiri works every day to protect the intellectual property rights of his clients and handles a wide range of matters relating to IPR, including trademark and patent registration, IP litigation, and negotiation of IPR-related conflicts and acquisitions. He also has a great deal of experience in anticounterfeiting matters, including investigating IP violations and criminal raid actions. Each year from 2008 to present, Suebsiri has been identified by *Asialaw Leading Lawyers* as a leading practitioner in the area of intellectual property.

Suebsiri is a part-time lecturer, teaching IP law in the Faculty of Law, Chulalongkorn University, one of the top law schools in Thailand. He is also a prolific writer and speaker on IP topics.

EXPERIENCE

- Secured a victory for the top producer of welding electrodes in Thailand against a local infringer in a landmark case before the Supreme Court of Thailand. The client's resounding success may be attributed to the defensive strategy of using multiple separate trademark registrations to collectively cover the entire package design.
- Cooperated with the Department of Special Investigation (DSI) to execute sophisticated raid plans and successfully seize more than 1,000 fully assembled motorcycles worth more than THB 40,000,000 from a motorcycle factory in southern Thailand. The motorcycles were seized under the authority of the Thai Patent Act for the offense of criminal infringement of a well-known Japanese motorcycle company's design patents.
- Represented a top Italian fashion design company in a case before the IP&IT Court. The IP&IT Court cancelled the defendants' 18 trademarks, awarded a substantial amount of compensation to the client, and issued a permanent injunction prohibiting the defendant from using marks similar to the client's trademarks and trade name.
- Advised a Fortune 500 health care services company and successfully secured its valuable trade secret from possible misappropriation by suspected infringers.
- Provided strategic advice on trademark portfolio management and helped to combat several infringing logos on behalf of the world's largest international coffeehouse chain company.
- Advised and assisted a financial services company in protecting its computer software against unauthorized use and dissemination of copyrighted works.
- Represented a multinational sportswear company in obtaining a rare Anton Piller order granted by the IP&IT Court to seize nearly 100,000 infringing products.
- Represented multinational companies in complex patent litigation matters in both prosecuting against patent infringement and defending against the alleged use of equivalent technology.

EDUCATION

LLM, Duke University

LLM, Thammasat University

LLB, Chulalongkorn University

LANGUAGES

Thai, English