



MS. GEETHA K.
Director of Trademarks
and Industrial Designs Division

Professional Qualifications

- Barrister-at-Law (Lincoln's Inn)
- LL.B. (Hons) (University of Bristol)
- Registered Patent Agent (Malaysia)
- Registered Industrial Design Agent (Malaysia & Singapore)
- Registered Trade Mark Agent (Malaysia & Singapore)
- New Plant Varieties Agent (Malaysia)
- Admitted as Advocate & Solicitor of the High Court of Malaya in 2006

Professional/Regulatory Memberships

- Member of International Trade Mark Association (INTA)
- Foreign member of Institute of Trade Mark Agents (UK) (ITMA)
- Member of the Lincoln's Inn Alumni, Malaysia

Background

Ms. Geetha K. joined the firm in 2006 after completing her pupillage at a well established law firm in Kuala Lumpur, Malaysia. She handles domain name disputes and all aspects of trade marks in a variety of industries, including those in the pharmaceuticals, foods & beverages and apparel industries, and has experience in handling international portfolios.

She read law at the University of Bristol where she was awarded a bursary. Her final year dissertation was on the WTO's Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs), where she analysed and dissected the advantages and disadvantages TRIPs brought to many developing nations.

On graduation, she pursued the Bar Vocational Course at the University of the West of England, Bristol where she was accredited with a Very Competent grade at the end of the course.

She attended training with a well-established IP firm in France for a month in April 2007 where she trained under European Trademark Attorneys.

Ms. Geetha K. has written articles for various local and overseas publications, including the Institute of Trade Mark Attorneys (ITMA), UK magazine and Chartered Institute of Patent Agent (CIPA), UK magazine. Her comments on case law in Malaysia have also been quoted in publications abroad such as Managing Intellectual Property magazine, UK (a Euromoney Publication).

In addition to writing articles, Ms. Geetha K. has also participated in a number of seminars and conferences on intellectual property aimed at increasing the understanding of the law. Her speaking engagements include presenting the following papers:

“Growing Global-Challenge to Your Trademark” – 19 July 2007

“Global Branding – Developing Strategic Brand Management” – 19 March 2008

“Securing Competitive Advantage through IPR” – 20 December 2008

“Business and Intellectual Property (IP): What You Need to Know” – 17 June 2009

Specific Area of Expertise / Experience

- Trademark
- Industrial Designs
- Domain name disputes
- Copyright