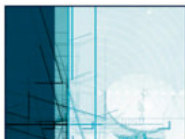


# ATMD BIRD & BIRD

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**Intellectual Property &  
Technology Group**

**ATMD Bird & Bird LLP**



# Intellectual Property & Technology experience

## At The Top of Our Field

- ▼ Winner – Singapore IP Firm of the year at the Managing IP Global Awards 2009
- ▼ Winner - Singapore's IP Firm of the year at the AsiaLaw IP Awards 2005 and 2007
- ▼ Winner – Singapore IP Firm of the Year at the Asian Legal Business (SEA) Awards 2005, 2006, 2007, 2008 and 2009.
- ▼ Ranked in the top category for the practice of Intellectual Property in Singapore in the Asia Pacific Legal 500 in Singapore (2003, 2004, 2005, 2006, 2007, 2008 and 2009 editions)
- ▼ Ranked in the top category of IP firms in Singapore for Patent Litigation in the Managing IP World IP Global Survey Poll in 2006 and 2007

## Our Clients

We represent technology driven companies, start-ups, book publishers, media companies, collection agencies, music publishers and sound recording companies, luxury brand owners, pharmaceutical companies, multinational electronic companies and home entertainment broadcasters.

Our clients include Adobe, Canon, Chanel, Creative, Epson, Hewlett-Packard, Intel, Kimberly-Clark, Matsushita, Microsoft, NEC, Philips, Samsung, Teradyne, Visa & Genentech Inc.

## Services and Expertise

We offer a full range of intellectual property services from registration of intellectual property rights and advisory work to intellectual property litigation and anticounterfeiting. We are the leading firm for contentious IP work.

We are uniquely placed to offer the whole range of services being a law firm with inhouse patent attorneys, a strong intellectual property registration and intellectual property litigation practice.

Our extensive practice includes:

### Patents

- ▼ Advice on patent protection strategies
- ▼ Patent searches and opinions
- ▼ Preparation, filing and prosecution of Singapore and foreign patent applications
- ▼ Opposition and revocation hearings
- ▼ Licensing and assignments
- ▼ Patent infringement litigation

### Trade Marks

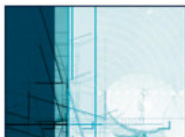
- ▼ Advice on trade mark creation and protection strategies
- ▼ Trade mark searches and opinions
- ▼ Preparation, filing and prosecution of Singapore and foreign trade mark applications
- ▼ Opposition and rectification hearings
- ▼ Licensing and assignments

“Clients enthuse about *“the invaluable advice”* dispensed by this thriving firm, which provides legal services across a range of practice areas with the focused IP expertise of a boutique firm.

Chambers and Partners  
2009

“The group enjoys an enviable track record in patents, copyright, trade mark, design, confidential information and trade secrets matters.

Chambers and Partners  
2009



# Intellectual Property & Technology experience

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- ▼ Trade mark infringement litigation
- ▼ Advice on anti-piracy matters

## Copyright

- ▼ Advice and opinions on copyright subsistence and infringement
- ▼ Licensing and assignments
- ▼ Copyright infringement and passing off litigation
- ▼ Anti-counterfeiting campaigns
- ▼ Character and product merchandising protection
- ▼ Advising on artistes' rights

## Design

- ▼ Advice on Singapore and foreign protection for designs
- ▼ Preparing, filing and prosecuting Singapore and foreign design applications
- ▼ Opposition proceedings Licensing and assignments
- ▼ Design Infringement litigation

## Confidential Information and Trade Secrets

- ▼ Advice and opinions on protection of confidential information
- ▼ Drafting and review of confidentiality/nondisclosure agreements
- ▼ Confidential information/trade secret litigation

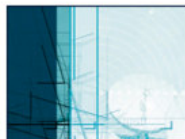
## Management of Intellectual Property

- ▼ Drafting and review of franchising, merchandising, licensing, agency and distribution agreements
- ▼ Intellectual property rights audits and due diligence
- ▼ Acquisition and disposal of intellectual property rights, domestically and internationally
- ▼ Drafting and advising on contracts for performances, stage productions and shows

## Technology

We have extensive experience in technology deals involving information technology, biotechnology and related intellectual property issues:

- ▼ Drafting and review of IT support contracts including software development and maintenance contracts and licensing agreements;
- ▼ Website development agreements, website hosting agreements and agreements for providing website content;
- ▼ Advice on biotech licensing and collaboration agreements;
- ▼ Advice on setting up of clinical trials, R&D centres and manufacturing operations.
- ▼ Advice on e-commerce transactions, auction sites and internet retail sites; and
- ▼ Advice on protection of domain names and domain name litigation.



# Intellectual Property & Technology experience

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## Competition

We also advise clients on the implications of the new Competition Act. Our services include:

- ▼ Advice on marketing strategies to ensure compliance with the Competition Act;
- ▼ Review of licence agreements to comply with Competition Guidelines;
- ▼ Advice on use of intellectual property to ensure that it is pro-competitive;
- ▼ Acting for clients in investigations and proceedings by the Competition Commission;
- ▼ Acting for clients in private proceedings for damages under the Competition Act.

## Our People

For further information or assistance please contact any of the following key members of our group:

### Alban Kang

Managing Partner  
Direct +65 6428 9828  
Email [alban.kang@twobirds.com](mailto:alban.kang@twobirds.com)

### Sheena Jacob

Head of Practice Group  
Direct +65 6428 9801  
Email [sheena.jacob@twobirds.com](mailto:sheena.jacob@twobirds.com)

### Cyril Chua

Direct +65 6428 9812  
Email [cyril.chua@twobirds.com](mailto:cyril.chua@twobirds.com)

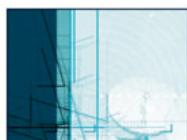
### Koh Chia Ling

Direct +65 6428 9847  
Email [chialing.koh@twobirds.com](mailto:chialing.koh@twobirds.com)

### Karol Goh

Direct +65 6428 9440  
Email [karol.goh@twobirds.com](mailto:karol.goh@twobirds.com)

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# About Bird & Bird

Bird & Bird is an international legal practice with a team of over 850 lawyers and legal practitioners worldwide. We specialise in combining leading-edge expertise across a full range of legal services including advising on dispute resolution, commercial, corporate, EU and competition, finance, employment and real estate matters.

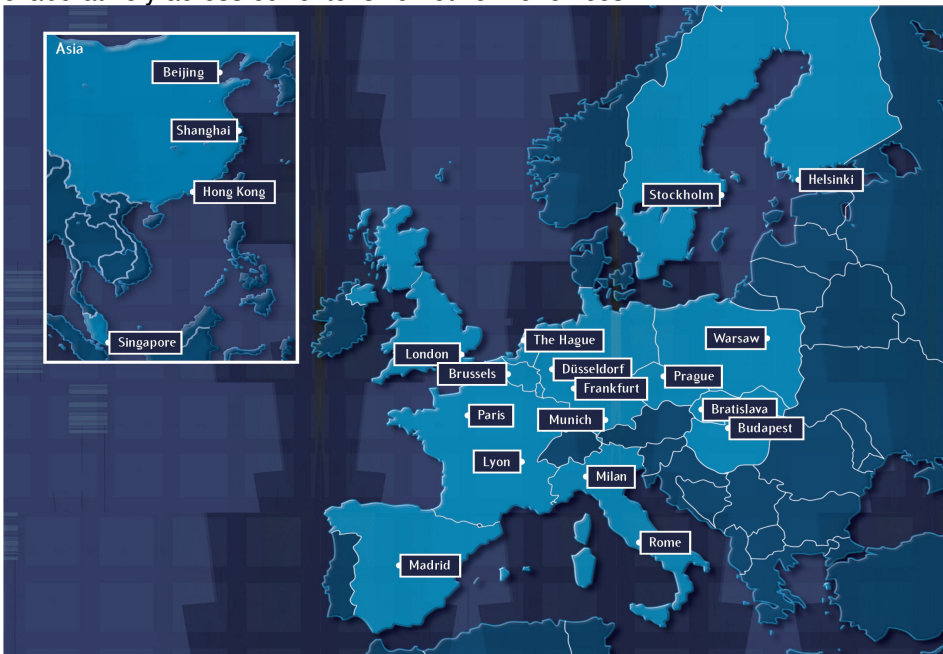
We work with some of the world's most innovative and technologically advanced companies and have an outstanding reputation for providing cutting-edge legal advice to all our clients.

## An international legal practice

With offices in Beijing, Bratislava, Brussels, Budapest, Düsseldorf, The Hague, Helsinki, Frankfurt, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Prague, Rome, Shanghai, Stockholm and Warsaw we are strategically placed to offer local expertise within a global context. In addition to our extensive network of offices, we also have a dedicated group focusing on India and from the 1 January 2009 we have entered into a global association with leading Singaporean firm, Alban Tay Mahtani & de Silva LLP (ATMD).

We are committed to providing clients with an international service combined with genuine local knowledge and understanding. This is demonstrated by the way in which our lawyers work together to provide a tailored, seamless, cross-border service that is based on our client's needs. All of our lawyers have an excellent insight into local market conditions and a deep understanding of the legal discipline in which they practice.

We apply a one firm approach to meeting the needs of our clients and work collaboratively across our extensive network of offices.



“ Bird & Bird not only has breadth, with offices in all the main countries in Europe, but also depth with the continuous high standard of the lawyers impressing clients and peers. ”

Chambers and Partners 2008

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www.thelawyer.com  
**AWARDS 2008**  
WINNER  
International Law Firm of the Year

Awarded International Law Firm of the Year at The Lawyer Awards 2008

“ The firm's strength lies in its high-calibre expertise, technical knowledge, experience and professionalism, supported by its ability to offer pan-European advice. ”

Chambers and Partners 2008

