

Elaine Chai

LL.B. (Hons)

Senior Trade Mark Associate

MSc in International Management and International Relations

Certificate in Legal Practice, Malaysian Legal Profession Qualifying Board

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Elaine Chai Shwu Pyng is a Senior Trade Mark Associate with Amica Law LLC and her practice focuses on intellectual property management and protection. She graduated from Oxford Brookes University with a Bachelor of Law in 2010 and subsequently completed her Masters of Science in International Management and International Relations in 2011. She was called to the Malaysian Bar in 2013. Prior to joining the firm, Elaine was practising as an Advocate and Solicitor in Malaysia.

Experience

Elaine's main areas of practice include:

- General advisory work on intellectual property issues and protection strategies
- Conducting trade mark clearance searches to determine the availability of trade marks for registration
- Reviewing, coordinating and managing trade mark portfolios for both local and international clients from sole proprietorships up to multinational companies, including filing and prosecution of trade marks as well as licensing, assignment and renewal of trade mark registrations
- Assisting in and advising on contentious intellectual property matters, including trade mark opposition, revocation and invalidation actions

Sample matters which Elaine has been involved in include:

- Assisting in negotiations and contentious trade mark actions, coordinating enforcement strategies and managing the trade mark portfolio management of a leading telecommunication conglomerate in Asia
- Assisting in negotiations and contentious trade mark actions, and managing the trade mark portfolio management of a leading integrated telecommunications infrastructure services company
- Assisting in the trade mark portfolio management of a leading mobile service provider in Malaysia
- Assisting in the trade mark portfolio management of a leading international shipping line of Malaysia
- Assisting in the trade mark portfolio management of a leading technical service provider in the oil, gas and petrochemical industries
- Assisting in trade mark oppositions filed by a multinational auto and truck parts manufacturer
- Assisting in trade mark oppositions filed by a cigarette manufacturing company

Key Practice Areas

- Brands & IP Portfolio Management
- Trade Marks, Patent, Design & Copyright Protection