

Jo-Ann See

LL.B. (Hons)

Director

Advocate & Solicitor

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Experience

Her work encompasses advising clients on

- Identifying their IP, brand clearance and protection of IP rights
- Contentious opposition; invalidation and revocation proceedings
- Strategies for protection of their IP rights worldwide as well as the management and review of their IP portfolio
- Protection of their inventions, conducting patent searches and prosecution of patent applications, in Singapore and worldwide
- Transfer of IP assets; assignments and licensing
- Preparation and review of IP documentation, such as assignments; licensing agreements, transfer of technology agreements and franchising

Accolades

- Expert Guides Best of the Best - Trade Marks (bi-annually - 2009, 2011, 2013, 2015, 2017 and 2019)
- Expert Guides Trade Marks Law Practitioners (2008 - 2020)
- Expert Guides – Women in Business Law 2020 and 2021
- World Trade Mark Review - The World's Leading Trademark Professionals (2012 – 2018)
- World Trade Mark Review 1000 2021 edition – Leading Trademark Professional (Prosecution and Strategy_Gold Band)
- World Trade Mark Review Global Leader 2020
- World Trade Mark Review Global Leader – Private Practice 2021
- WIPR Leader 2019, 2021 and 2022
- WIPR Influential Women in IP 2021
- The Asia Pacific Legal 500 Leading Individual (2001 – 2021)
- AsiaLaw 2021 – Distinguished Practitioner
- Asia IP Experts 2020 – Best 50 IP Experts in Singapore
- Chamber's Asia Leading Lawyers for Business
- Chambers Asia Pacific Guide – IP Singapore 2018 -2021 – Top Band
"Jo-Ann See is known in the market as a leader in IP protection and brand management, with peers acknowledging her position in the market, saying: "The top band is an accurate reflection of her standing"
- Who's Who Legal Trade Marks (2004 – 2020) "Jo-Ann See is a leading player in the Singaporean market. She provides meticulous advice across a range of issues..."
- Who's Who Legal: Thought Leaders Global Elite 2021
- Managing Intellectual Property IP Stars (2016 to 2021)

Jo-Ann See is a Director of Amica Law LLC, and has been in practice for more than 30 years, focusing on intellectual property and in particular, in IP protection and management.

Jo-Ann has vast experience in working with clients in the development and protection of their intellectual property rights and she has acted for clients in diverse industries such as entertainment, cosmetics, chemicals and petroleum, telecommunications, information technology, food and beverage, hospitality, consumer products.

Jo-Ann graduated from the National University of Singapore with an LLB (Hons) degree. She was called to the Singapore Bar in 1983. Before joining private practice, she was the Deputy Registrar of Trade Marks and Patents in Singapore. Jo-Ann is a registered patent attorney in Singapore as well as a Notary Public and Commissioner of Oaths. Jo-Ann is also a member of the expert panel of the Singapore Domain Name Dispute Resolution Service.



Memberships & Appointments

Jo-Ann is a member of various international intellectual property organisations. She was on the Board of Directors of the International Trademark Association (INTA) from 2002 to 2004 and is currently a member of the INTA's Non-Traditional Trade Marks Sub Committee. She is currently a member of the IP Committee of the Law Society of Singapore and was formerly its Chairperson from 2011 to 2017. Jo-Ann is a Council Member of the ASEAN IP Association.

Key Practice Areas

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