



## Marcus Liu

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Marcus Liu is an Associate Director with Amica Law LLC focusing on intellectual property and in particular, in IP protection and management. Marcus has represented local and foreign clients from diverse industries, including the education, food, pharmaceutical, health care, hospitality, entertainment, energy, manufacturing, fintech, music and electronics industries.

Marcus has a particular passion for raising public awareness in intellectual property matters as well as assisting local companies and businesses with growing and developing their intellectual property portfolio and brand.

Marcus graduated with a LL.B (Hons) from the Singapore Management University in 2012, and was called to the Singapore Bar in 2013. While at SMU, he was placed on the Dean's List in his last year.

### Experience

Sample matters on which Marcus has been involved include:

- Advising, maintaining and managing trademark portfolios for local and foreign companies including:
  - A Singapore listed chocolate manufacturer and distributor
  - A Singapore-based specialty pharmaceutical company
  - A Singapore manufacturer and distributor of consumer essential foods
  - A Singapore-based industrial company focused on polymers, automation and safety shoes
  - A Singapore-based security solutions provider
  - A Singapore-based 3D fashion design software provider
  - A Singapore-based infrastructure and real asset investment company
  - A Singapore-based biotechnology company specialised in stem cell technology
  - A Singapore university
  - A Singapore gym provider
  - A Singapore fish far
  - A Singapore watch distributor
  - A Singapore gin distillery
  - A Singapore gym provider
- Singapore hawkers and restaurateurs
- An Indonesia based company in the field of pharmaceuticals, consumer and cosmetic products
- Assisting and advising various trade mark proprietors, including a large American multinational diversified hospitality conglomerate, in enforcing trademark rights through, inter alia, opposition and invalidation actions
- Assisting and advising a German association in a dispute concerning protection of a geographical indication for beer
- Assisting and advising various trade mark proprietors, including a large American coffee retailer and coffee house provider, on enforcement of their intellectual property rights against pirated or counterfeit goods
- Drafting franchise agreements for local food and beverage companies and education businesses
- Assisting and advising on Intellectual Property transactions / licensing agreements for local mobile application developers
- Facilitating transfers / licencing of trademark portfolios for local and foreign companies
- Facilitating due diligence exercises for Intellectual Property transactions by local companies
- Searching, filing, prosecution and maintenance of trademarks and designs

### Key Practice Areas

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