

ASIAN LEGAL BUSINESS

INTELLECTUAL PROPERTY RANKINGS 2015



Bird & Bird & Your answer to IP in Asia Pacific

Serving in key commercial hubs in Hong Kong, Beijing, Shanghai, Singapore, and Sydney we are well positioned to manage, strategise and co-ordinate cross border and international matters for clients in the Asia Pacific region

“Quite simply, Bird & Bird is on another level - week in, week out it is involved in the most globally important IP matters.”

WTR 1000, 2014

Get in touch

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FIRM OF THE DECADE
2005-2015

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Intellectual property filings continued to grow at a fast pace in 2014. Led by China, the Asian region was a driving force for another record-breaking year in global IP applications. The number of litigation cases in the region also increased, as did the complexity of disputes.

According to the World Intellectual Property Organisation (WIPO), there were about 2.6 million patent applications and 7 million trademark applications worldwide in 2013. Led by China, the IP offices in Asia received a whopping 58.4 percent of the patent applications and 48.2 percent of the trademark applications. Patent

filings via the Patent Cooperation Treaty (PCT) grew by 4.5 percent to 215,000 in 2014. Trademark filings under the Madrid Protocol system grew by 2.3 percent to 47,885, while design filings under the Hague system increased by 9.6 percent to 14,441 in 2015.

China stood out as a formidable IP powerhouse in 2014. In patents, for instance, China was at par with the United States. Combined, the two countries accounted for 87 percent of the growth in filings via the PCT last year. China's Huawei Technologies filed the most patent applications (3,442) via the PCT. While China enjoyed a double-digit growth in PCT filings in 2014, Japan continued to suffer a slump, declining by 3 percent to 42,459 applications. India's PCT applications grew by 5.6 percent to 1,394 in 2014, while South Korea, Malaysia and Singapore also boasted strong figures.

On the trademark front, China was the most designated country under the Madrid system. India, which only became a party to the Madrid Protocol in 2013, witnessed astounding growth of 273 percent last year. More countries in Asia are set to accede to the Madrid Protocol, with Indonesia, Malaysia and Thailand making preparations. In designs, a growing area in IP services, two Asian companies joined the roster of top 10 filers via the Hague system: South Korea's Samsung Electronics and China's Lenovo. The list used to be dominated by U.S. and European companies.

With the number of IP filings rising as Asia grows in importance on the global platform, the volume of IP disputes is also increasing. In the technology-driven jurisdictions of Korea, Japan and China, patent-related disputes are prominent. In the rest of the Asian territories covered in this report, trademark disputes were more common in 2014. The region also saw an increase in the number of cross-border litigation cases, and in trade secret-related disputes involving former employees.

METHODOLOGY

OUR RESEARCH

- ALB drew information from firm submissions, interviews, editorial resources and market suggestions to identify and rank the top firms for Intellectual Property in Asia.
- The IP rankings are separated into two tables: "Patent" and "Trademark/Copyright". The rankings are also divided into tiers, with the first tier identifying the strongest IP firms in each jurisdiction.
- The rankings cover the following jurisdictions: China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.
- The rankings feature both domestic and international firms. The following jurisdictions have separate tables for domestic firms and international firms: China and Japan.
- Our research did not cover Australia and New Zealand.

OUR RANKINGS

Our rankings were based on the following metrics:

- Firm's visibility and profile in the region
- The volume, complexity and size of work undertaken
- Key personnel hires and growth of the practice group
- Key clients and new client wins
- Presence across Asia and in individual jurisdictions



CHINA DOMESTIC

PATENTS

TIER 1

- CCPIT Patent and Trademark Law Office
- China Patent Agent (HK)
- Fangda Partners
- King & Wood Mallesons
- Liu Shen & Associates

TIER 2

- An, Tian, Zhang & Partners
- AnJie Law Firm
- China Sinda
- JunHe
- Zhongzi Law Office

TIER 3

- Boss & Young
- Dacheng Law Offices
- HFG Law Firm & IP Practice
- Hylands Law Firm
- Unitalen Attorneys at Law
- Zhong Lun Law Firm
- ZY Partners

TIER 4

- CN-KnowHow IP Group
- Guantao Law Firm
- Hengdu Law Offices
- Tahota Law Firm

TRADEMARKS/COPYRIGHT

TIER 1

- CCPIT Patent and Trademark Law Office
- China Patent Agent (HK)
- King & Wood Mallesons
- Liu Shen & Associates

TIER 2

- AnJie Law Firm
- An, Tian, Zhang & Partners
- China Sinda
- Dacheng Law Offices
- Fangda Partners
- Hylands Law Firm
- JunHe
- Unitalen Attorneys at Law
- Wintell & Co
- Yingke Law Firm
- Zhong Lun Law Firm
- Zhongzi Law Office

TIER 3

- Boss & Young
- CN-KnowHow IP Group
- Guangdong Guangda Law Firm
- Guantao Law Firm
- Hengdu Law Offices
- HFG Law Firm & IP Practice
- Tahota Law Firm
- ZY Partners



CHINA INTERNATIONAL

PATENTS

TIER 1

- Allen & Overy
- Baker & McKenzie
- Bird & Bird
- Jones Day
- Orrick, Herrington & Sutcliffe
- Rouse

TIER 2

- Deacons
- Hogan Lovells
- Mayer Brown JSM

TIER 3

- Clifford Chance
- DLA Piper
- Ella Cheong
- Finnegan, Henderson, Farabow, Garrett & Dunner
- Freshfields Bruckhaus Deringer
- Morrison & Foerster
- Norton Rose Fulbright
- Perkins Coie
- Ropes & Gray
- Simmons & Simmons
- Squire Patton Boggs
- Vivien Chan & Co
- Wilkinson & Grist

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Bird & Bird
- Hogan Lovells
- Mayer Brown JSM
- Rouse

TIER 2

- Deacons
- Jones Day
- Norton Rose Fulbright
- Simmons & Simmons
- Wilkinson & Grist

TIER 3

- Allen & Overy
- Clifford Chance
- CMS, China
- DLA Piper
- Ella Cheong
- Freshfields Bruckhaus Deringer
- Squire Patton Boggs
- Vivien Chan & Co

CHINA

Helped by generous government subsidies and the rise of China as a global trade hub, Chinese IP filings continued to grow in 2014. However, the ascent of China as a top IP destination is creating new challenges, such as concerns over weak IP protection and slow and inefficient litigation. The government has tried to address these problems with regulatory reforms, most recently enacting amendments to the Trademark Law on May 1, 2014. Key changes include a higher compensation ceiling of 3 million yuan (\$500,000) for trademark infringement, the introduction of sound mark registration, and greater protection for well-known trademarks. In 2014, China also established dedicated IP courts in Beijing, Shanghai and Guangzhou.

China saw a mix of IP disputes in 2015. The pool of cases, which also includes several patent invalidation, trademark cancellation disputes and trade secret charges against former employees, indicate that China's IP market is becoming more sophisticated. While many disputes involve a foreign party, a number of cases feature only Chinese companies, such as the litigation between Guangzhou Pharmaceutical Holdings and Jiaduobao over a famous herbal tea. The damages awarded in this case – 150 million yuan (\$24 million) – is said to be the highest amount awarded in IP litigation in China to date.

CCPIT Patent and Trademark Law Office, China Patent Agent (HK), Fangda Partners, King & Wood Mallesons and Liu Shen & Associates dominate the Chinese domestic rankings. Fangda moves up to Tier 1 in patents this year, on the back of a strong caseload and client portfolio. Out of the international firms, Allen & Overy, which has won four preliminary injunctions for its pharmaceutical clients in the last 12 months, climbs to Tier 1 for patents this year.

HONG KONG

A reflection of Hong Kong's trade hub status, many of the law firms in the city deliver regional and international IP prosecution work for both local and overseas clients. They are handling more IP litigations with a cross-border nature,



HONG KONG

PATENTS

TIER 1

- Baker & McKenzie
- Bird & Bird
- Deacons
- Hogan Lovells

TIER 2

- Barron & Young
- Ella Cheong
- Jones Day
- Marks & Clerk
- Morrison & Foerster
- Quinn Emanuel Urquhart & Sullivan
- Wilkinson & Grist

TIER 3

- Eagle IP
- Freshfields Bruckhaus Deringer
- Mayer Brown JSM
- Robin Bridge & John Liu
- Squire Patton Boggs
- Vivien Chan & Co

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Deacons
- Hogan Lovells
- Mayer Brown JSM

TIER 2

- Bird & Bird
- Norton Rose Fulbright
- Quinn Emanuel Urquhart & Sullivan
- Robin Bridge & John Liu
- Simmons & Simmons
- Wilkinson & Grist

TIER 3

- Barron & Young
- Clifford Chance
- Eagle IP
- Ella Cheong
- Freshfields Bruckhaus Deringer
- Jones Day
- Morrison & Foerster
- Squire Patton Boggs



INDIA

PATENTS

TIER 1

- Anand and Anand
- K&S Partners
- Lakshmikumaran & Sridharan
- Remfry & Sagar

TIER 2

- Chadha & Chadha
- Fox Mandal & Associates
- Khaitan & Co
- Khurana & Khurana
- Lall Lahiri & Salhotra
- R.K. Dewan & Co
- Singh & Singh Lall & Sethi
- Subramaniam, Nataraj & Associates

TIER 3

- ALMT Legal
- Amarchand & Mangaldas & Suresh A Shroff & Co
- DePenning & DePenning
- Fidus Law Chambers
- IndusLaw
- Majmudar & Partners
- Perfexio Legal
- RNA IP Attorneys
- Saikrishna & Associates

TRADEMARKS/COPYRIGHT

TIER 1

- Anand and Anand
- Lall Lahiri & Salhotra
- Remfry & Sagar
- Saikrishna & Associates

TIER 2

- Amarchand & Mangaldas & Suresh A Shroff & Co
- Chadha & Chadha
- Fidus Law Chambers
- Fox Mandal & Associates
- Khaitan & Co
- Khurana & Khurana
- K Law/Krishnamurthy & Co
- Lakshmikumaran & Sridharan
- Luthra & Luthra
- R.K. Dewan & Co
- RNA IP Attorneys
- Singh & Singh Lall & Sethi
- Subramaniam, Nataraj & Associates

TIER 3

- ALMT Legal
- DePenning & DePenning
- K&S Partners
- Krishna & Saurastri Associates
- Majmudar & Partners
- Phoenix Legal



REUTERS/Arko Datta

and particularly advising on cases with a connection to China.

With an expanded IP team and an involvement in several contentious cases, Hogan Lovells moves up to Tier 1 in patents. On the trademark front, Hogan Lovells and fellow Tier 1 firm Deacons are advising on a trademark dispute case between luxury tea brand TWG Tea Company and Tsit Wing (Hong Kong) Company. Wilkinson & Grist, which does several industrial patent disputes and prosecution work, climbs to Tier 2. Quinn Emanuel Urquhart & Sullivan and Robin Bridge & John Liu also feature in Tier 2 for trademarks/copyright this year. The two firms are working on several infringement cases in Hong Kong which have strong ties to China.

INDIA

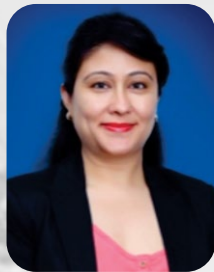
India's already heated competition and disputes between the innovators and generics in the pharmaceutical industry is set to enter a new phase with the boom of the biosimilar industry. In a case between Roche and India's Drug Controller General and Biocon and Mylan, the Delhi High Court issued an injunction preventing the two from misrepresenting their drugs as similar to Roche's breast cancer drug Herceptin. Stakeholders are also seeing a heightened level of IP enforcement activity in India. "Enhanced awareness of

IP enforcement is seen among the local units of foreign, multinational companies. They are enforcing more of their patent rights. There has been a lot of litigation and requests for injunctions," notes an IP lawyer in India. Furthermore, many Indian companies have been creating and bolstering their existing R&D departments, and therefore fast adding to their IP portfolios.

Remfry & Sagar and Anand and Anand retain their top-tier status for both patents and trademarks/copyright this year. Lall Lahiri & Salhotra climbs to Tier 1 for trademarks/copyright on the back of a number of top trademark cases it has handled, including defending well-known brands such as Exxon Mobil and Häagen-Dazs. The firm has also been involved on a number of patent litigation cases in the pharmaceutical and industrial sectors, and jumps to Tier 2 for patents. Meanwhile, Khurana & Khurana acquired a Mumbai-based IP law firm last year and has worked on several patent validity opinions for several pharmaceutical and industrial clients, including China's Xiaomi. As a result, the firm moves up to Tier 2 for patents and enters the trademarks/copyright rankings in Tier 2 this year. Elsewhere, boutique IP firms Singh & Singh and Lall & Sethi merged this April, creating a powerhouse across all areas of IP. "The main inspiration was to build an IP practice which was not family-owned and family run, but was managed and run by



CHANDER LALL
SENIOR PARTNER



BITIKA SHARMA
PARTNER



SUDEEP CHATTERJEE
PARTNER



TEJVEER SINGH BHATIA
PARTNER

SSLS

SINGH & SINGH LALL & SETHI

MEMBERS

100

Member Law Firm

COUNTRIES



In addition to India the firm has strong international presence in **SAARC** countries

COMPETITIVE EDGE

IP power house with IP Litigation and filing and prosecution capability

Represent almost **90%** of the Patent Litigation cases and **30%** of the IP Litigation cases of the country

In-house **Litigation Capability** is the USP.

In-house developed **IP Management Software** equipped to handle all aspects of IP management, relationship management, and transparent billing practices

PRACTICE AREAS

Prosecution & litigation of matters related to Trademark, Copyright, Patent, Geographical Indicators, Designs, Telecom Law and Policy Making

INDUSTRY SECTORS

Pharmaceuticals, FMCG, Entertainment, IT, Beverages, Banking, Telecommunication, Cosmetics, fashion & others

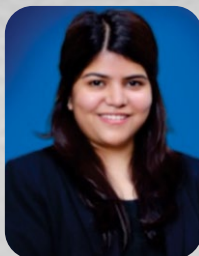
Widely appreciated for quality services. Recipient of several national and international **accolades and recognition** in last one decade



RAGHAV MALIK
PARTNER



JYOTIDEEP KAUR
PARTNER



SAYA CHOUDHARY
PARTNER



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PARTNER



ANJU KHANNA
PARTNER

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REUTERS/Beawiharta

competent professionals,” says Chander Lall, senior partner at Singh & Singh Lall & Sethi. “The other aspect was to create a firm which was efficient in all areas of IP. The core competencies of the two firms were different and there were obvious synergies for better combined growth,” says Lall. The newly merged firm has plans to add up to 10 new lawyers to the team over the next six months, and is well positioned to rival India’s Tier 1 firms in both patents and trademarks/copyright.

INDONESIA

In 2014, Indonesia passed a new copyright law. Among the changes, the new law lays down the moral and economic rights of creators, extends the duration of protection from 50 years to 70 years from the author’s death, introduces a collective management society system, and imposes criminal sanctions to infringements and landlord liability.

Indonesia is also preparing to amend its trademarks law ahead of its accession to the Madrid Protocol. With 62,813 trademark applications in 2013, Indonesia has a bustling trademark market and, in fact, has the highest volume of filings in the whole of Southeast Asia. Thus, most of the cases handled by law firms involve the enforcement of infringed goods, trademark disputes and trademark cancellation proceedings. Patent work in the country



INDONESIA

PATENTS

TIER 1

- Hadiputranto, Hadinoto & Partners
- Rouse & Co International/Suryomurcito & Co

TIER 2

- AMR Partnership
- Biro Oktroi Roosseno
- Inter Patent Office
- Tilleke & Gibbins

TIER 3

- Assegaf Hamzah & Partners
- Budidjaja & Associates Lawyers
- Januar Jahja & Partners
- Makarim & Taira S.
- SKC Law

TRADEMARKS/COPYRIGHT

TIER 1

- Hadiputranto, Hadinoto & Partners
- Rouse & Co International/Suryomurcito & Co

TIER 2

- Biro Oktroi Roosseno
- Inter Patent Office
- Januar Jahja & Partners
- SKC Law
- Tilleke & Gibbins

TIER 3

- Assegaf Hamzah & Partners
- Budidjaja & Associates Lawyers
- HeruLukito & Partners
- Makarim & Taira S.
- Roosdiono & Partners

is mainly related to freedom-to-operate searches for their clients and patent prosecution.

A case that has attracted significant media attention is the copyright infringement case filed by the daughter of Indonesia’s first President, Sukarno, over a film about his father. She claims that some scenes in the movie infringe on her copy-

right as the writer of the original script for the film. More than the stature of the parties in this case, this is important as the case received the first temporary injunction granted in Indonesia for an IP case. The injunction was later overturned by the Supreme Court, and is now on appeal.

Tilleke & Gibbins, which has gained several new IP clients such as Bulgari,

joins Tier 2 for both patents and trademarks/copyright. Januar Jahja & Partners, a boutique IP firm that does a lot of trademark cancellation and infringement cases, also features in the rankings for the first time this year. Meanwhile, Hadiputranto, Hadinoto & Partners and Rouse & Co International/Suryomurcito & Co cement their top-tier standing in Indonesia.

JAPAN

In May 2014, the Grand Panel of the IP High Court affirmed a Tokyo Court decision on a Samsung vs. Apple lawsuit. It denied Samsung an injunction that could prevent Apple from importing and selling into Japan some products using a patented technology declared by Samsung under FRAND (fair, reasonable and non-discriminatory) terms. This came ahead of the landmark August 2014 agreement between Apple and Samsung to drop all patent infringement cases, except those involving licensing, outside the US. The Japanese IP High Court decision on the Samsung and Apple case stood out in

an otherwise relatively quiet year for Japanese patent prosecution and litigation. For the past five years, growth in IP filings has been relatively flat. Patent disputes last year focussed on the traditional areas of electronics, telecommunications and pharmaceuticals. One noticeable trend is the rise of litigation cases involving patent trolls, says one IP lawyer. "Five to six years ago, these were non-existent in Japan," he says. While the filing situation in Japan was relatively stagnant in 2014, much of the action was in overseas IP prosecution. A testament to the growing exports of Japanese brands, IP law firms were kept busy assisting their clients register and enforce their intangible assets abroad.

Japan has also amended its patent and trademark laws. A new post-grant opposition system from the Patent Act 2014 amendment has come into force, and is designed to give the patent holder more certainty at an earlier stage in the patent lifecycle, and enhance the overall stability of patents in Japan. Japan's Trademark Act has been amended to allow the registration of non-traditional marks such as colour and sound. The use of non-



JAPAN DOMESTIC

PATENTS

TIER 1

- Abe, Ikubo & Katayama
- Mori Hamada & Matsumoto
- Nagashima Ohno & Tsunematsu

TIER 2

- Anderson Mori & Tomotsune
- Atsumi & Sakai
- Nakamura & Partners
- Nishimura & Asahi
- Oh-Ebashi LPC & Partners
- Ohno & Partners
- TMI Associates

TIER 3

- Abe & Partners
- Ryuka IP Law Firm
- Sugimura International Patent & Trademark Attorneys

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TIER 1

- Mori Hamada & Matsumoto
- Nakamura & Partners
- TMI Associates

TIER 2

- Anderson Mori & Tomotsune
- Atsumi & Sakai
- Nagashima Ohno & Tsunematsu
- Nishimura & Asahi
- Oh-Ebashi LPC & Partners
- Sugimura International Patent & Trademark Attorneys

TIER 3

- Abe, Ikubo & Katayama
- Ohno & Partners
- Ryuka IP Law Firm



REUTERS/Yuya Shino

traditional marks has been on the rise in recent years, with companies like Apple and Intel registering such marks across jurisdictions worldwide. With the new amended trademark law, businesses are now able to protect these marks in Japan as well. Trade secret enforcement is another area that is gaining traction. Meanwhile, there are also efforts to reform the Unfair Competition Prevention law to strengthen safeguards against industrial espionage.

Nagashima Ohno & Tsunematsu, which represents several consumer electron-



JAPAN INTERNATIONAL

PATENTS

TIER 1

- Finnegan, Henderson, Farabow, Garrett & Dunner
- Hogan Lovells
- Morrison & Foerster
- Ropes & Gray

TIER 2

- Foley & Lardner
- Quinn Emanuel Urquhart & Sullivan
- Squire Patton Boggs

TIER 3

- Baker & McKenzie

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Hogan Lovells
- Morrison & Foerster

TIER 2

- Finnegan, Henderson, Farabow, Garrett & Dunner
- Foley & Lardner
- Squire Patton Boggs

ics, semiconductor and pharmaceutical companies on invalidity and infringement cases, joins Tier 1 for patents this year, alongside Mori Hamada & Matsumoto and Abe, Ikubo & Katayama. Mori Hamada, Nakamura & Partners and TMI Associates retain their Tier 1 standing for trademarks/copyright. Abe & Partners enters the rankings in Tier 3 for patents this year, on the back of a strong caseload, particularly in the pharmaceutical industry.

Morrison & Foerster, Hogan Lovells and Finnegan, Henderson, Farabow, Garrett & Dunner stand out as some of the top international firms for IP in Japan. Ropes & Gray moves up to Tier 1 for patents this year, sporting a healthy list of blue-chips clients, while Quinn Emanuel Urquhart & Sullivan climbs to Tier 2. Newly merged Squire Patton Boggs also moves up a tier for both patents and trademarks/copyright. Baker & McKenzie's high quality work and strong portfolio of clients keeps the firm in Tier 1 for trademarks/copyright.



REUTERS/Bazuki Muhammad

MALAYSIA

Last year, IP filings continued to grow at an impressive pace in Malaysia. This was driven not only by the increase in foreign applications, but also by the notable rise in local applications. In trademarks, for example, the Malaysian IP Office received 15,400 local applications in 2014, compared with 19,171 foreign applications. The gains in 2014 are somewhat attributable to the various legal reforms that Malaysia has implemented since 2011, including amendments to its patent, industrial design, trademark, copyright and geographical indications laws.

IP practitioners say rightsholders in Malaysia are giving priority to enforcement. "More IPR owners are availing the service of IP Courts. This was not the case before. Cases could drag on for six to seven years. These days, a case could be disposed in 18 months," says an IP partner at a Malaysian law firm.

Zaid Ibrahim & Co, which features in Tier 2 for patents and trademarks/copyright this year, has been gaining prominence in Southeast Asia's IP market, and recently bolstered its IP department with a number of IP partner hires from their local competitors. Rahmat Lim & Partners moves up to Tier 2 patents on the back of increased due diligence and litigation work, while Lee Hishammuddin Allen & Gledhill, with its string of infringement cases for its major clients, moves up to Tier 2 for trademarks/copyright.



MALAYSIA

PATENTS

TIER 1

- Shearn Delamore & Co
- Skrine
- Wong & Partners/Baker & McKenzie

TIER 2

- Marks & Clerk
- Rahmat Lim & Partners
- Shook Lin & Bok

TIER 3

- Lee Hishammuddin Allen & Gledhill
- Raja Darryl & Loh
- Tay & Partners
- Wong Jin Nee & Teo
- Zaid Ibrahim & Co

TRADEMARKS/COPYRIGHT

TIER 1

- Shearn Delamore & Co
- Skrine
- Wong & Partners/Baker & McKenzie

TIER 2

- Lee Hishammuddin Allen & Gledhill
- Tay & Partners
- Wong Jin Nee & Teo
- Zaid Ibrahim & Co

TIER 3

- Marks & Clerk
- Rahmat Lim & Partners



PHILIPPINES

PATENTS/ TRADEMARKS/ COPYRIGHT

TIER 1

- ACCRALAW
- Castillo Laman Tan Pantaleon & San Jose
- Quisumbing Torres/Baker & McKenzie
- Romulo Mabanta Buenaventura Sayoc & De Los Angeles
- SyCip Salazar, Hernandez & Gatmaitan

TIER 2

- Baranda & Associates
- Bengzon Negre Untalan
- Betita Cabilao Casuela Sarmiento
- Carag Jamora Somera & Villareal
- Cruz Marcelo and Tenebrancia
- MarksPro
- Puyat Jacinto & Santos
- Villaraza & Angangco

PHILIPPINES

After two straight decades of inclusion in the United States Trade Representative Special 301 Watch List, the Philippines was finally removed from the list in 2014. In the same year, it implemented a new copyright and enforcement law that gives the Intellectual Property Office of the Philippines a stronger enforcement mandate, and a cheaper and faster alternative to settling disputes for IP owners. The new law also includes civil and criminal liability for copyright infringement of third-party providers, making intermediaries such as online marketplaces more liable.

As a result, coupled with an improving economy, more foreign brand and patent owners are looking to enforce their rights. "The implementation of the new law is still in its baby stage, but clients are interested to explore the new options at the IP Office," says an IP partner at a Philippines firm.

ACCRALAW, Castillo Laman Tan

Pantaleon & San Jose, Quisumbing Torres/Baker & McKenzie, Romulo Mabanta Buenaventura Sayoc & De Los Angeles and SyCip Salazar, Hernandez & Gatmaitan feature in Tier 1 as the major IP players in the Philippines. Romulo Mabanta continues to assert its dominance in all aspects of IP, ranging from filing and prosecution to enforcement, litigation and licensing of IP rights. The firm's IP group is headed by partner Rogelio Nicandro, with partner Benjamin Lerma as the vice chair, and comprises more than 10 partners.

Headed by Enrique Manuel, SyCip Salazar's IP department consists of 24 lawyers, including 12 partners. Franco Noel Manaig retired from the firm's partnership in late 2014, while Melyjane Bertillo-Ancheta was promoted to partner in January this year. SyCip Salazar counts Colgate Palmolive Company, Merck & Co, Rolex, Abbott Laboratories and Coach among its extensive list of blue-chip clients. In the last year, the firm won no-

ROMULO

ROMULO MABANTA BUENAVENTURA
SAYOC & DE LOS ANGELES



IP Litigation Law Firm of the Year



2014 Full Service IP Law Firm of the Year





SINGAPORE

PATENTS

TIER 1

- Allen & Gledhill
- ATMD Bird & Bird
- Drew & Napier
- Marks & Clerk Singapore
- Spruson & Ferguson

TIER 2

- Amica Law
- Baker & McKenzie.Wong & Leow
- Lee & Lee
- Rodyk & Davidson
- WongPartnership

TIER 3

- Colin Ng & Partners
- Donaldson & Burkinshaw
- Gateway Law Corporation
- Mirandah Asia
- Rajah & Tann
- Ravindran Associates

table new client wins, including Samsung Electronics, LG Household & Health Care and Dyson Technology.

SINGAPORE

Singapore continues to make strides in its determined plan to transform into an Asian IP hub. The Intellectual Property Office of Singapore (IPOS) recently established a representative office in the Chinese city of Guangzhou in a bid to cash in on the burgeoning Chinese IP market. IPOS was also appointed in 2014 as an International Searching Authority and an International Preliminary Examining Authority under the PCT, becoming the first to offer these services in the Southeast Asian region. It also launched the IP Valuelab, positioned to be its IP management and strategy lab, particularly for IP commercialisation and IP valuation. Singapore has also made a considerable effort to grow its pool of patent agents.

The Asian IP Hub directive from the government is evident in the work of law firms in Singapore, as more firms are now involved in carrying out IP Hub-related programmes. The city-state is also starting to see unprecedented cases such as the Nestle vs. Petra Foods and Delfi Singapore which tackles the registrability of shapes as trademarks. Singapore amended its copyright laws in July 2014 to enhance safeguards against online infringement. The new law gives IP owners the option to apply for court orders to block access to "flagrantly infringing" online sites.

In patents, Allen & Gledhill, ATMD Bird & Bird, Drew & Napier, Marks & Clerk Singapore and Spruson & Ferguson, retain their Tier 1 position, based on a strong portfolio of clients, noteworthy cases, and a large market share of patent prosecution work. Rodyk & Davidson, which is involved in patent cases for several pharmaceutical and industrial clients, and WongPartnership, with its several



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prosecution clients, move up to Tier 2 in patents. In trademarks/copyright, Amica Law, Baker & McKenzie.Wong & Leow and WongPartnership, with their large-scale litigation cases and an impressive list of newly acquired clients, climb the rank-

ings to Tier 1. Led by Lam Chung Nian, WongPartnership's IP team has been busy working on notable copyright, trademark and patent infringement cases, as well as advising on IP portfolio management and licensing matters. The firm has been



REUTERS/Edgar Su



SINGAPORE

TRADEMARKS/COPYRIGHT

TIER 1

- Allen & Gledhill
- Amica Law
- ATMD Bird & Bird
- Baker & McKenzie.Wong & Leow
- Drew & Napier
- WongPartnership

TIER 2

- Colin Ng & Partners
- Donaldson & Burkinshaw
- Gateway Law Corporation
- Lee & Lee
- Rajah & Tann
- Rodyk & Davidson

TIER 3

- Ella Cheong
- Mirandah Asia
- Ravindran Associates
- RHTLaw Taylor Wessing

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Tier 1 Intellectual Property practice

ALB IP Rankings 2013, 2014, 2015

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particularly active in the copyright space, advising several trade associations and other big-ticket clients on the amendments to the Copyright Act, as well as on copyright infringement suits. On the trademark front, the firm acts on behalf on a host of blue-chip global clients across industries ranging from electronics and pharmaceuticals, to education service providers and FMCG retailers.

Drew & Napier cements its top tier position across all facets of IP this year. Led by managing director Dedar Singh Gill, the firm handles close to 25 percent of all patent filings in Singapore, and is involved on major patent, copyright and trademark infringement litigation, including the previously mentioned Nestle vs. Petra Foods and Delfi case. The firm is currently handling several patent litigation cases in the pharmaceutical space, as well as a number of trademark opposition and infringement cases for leading global brands.

Meanwhile, Donaldson & Burkinshaw

enters the rankings for both patents and trademarks/copyright this year.

SOUTH KOREA

Despite the landmark decision last year between Apple and Samsung to cease all patent litigations in key markets outside the U.S., the number of IP disputes has increased in Korea, mainly in the areas of pharmaceuticals and electronics. "Patent, unfair competition cases and trademark disputes have grown as more IP owners, mostly foreigners, are enforcing their rights here," says one IP lawyer.

In one notable case between Pfizer and Samjin Pharmaceutical, the Seoul Central District Court ruled in 2014 that Samjin's "skinny labeled" drug constituted patent infringement. Elsewhere, the decision by the Intellectual Property Tribunal of the Korean Intellectual Property Office to uphold the validity of the active ingredient entecavir in the Bristol-Myers

Squibb's (BMS) blockbuster hepatitis B drug Baraclude also was a notable case. The ruling has stopped two generic drug makers from doing an early launch of their versions of the BMS drug. Kim & Chang, which is involved in both the Pfizer and BMS cases, retains its Tier 1 position for IP in Korea.

Cases involving trade dress protection, an IP right recognised under South Korea's Unfair Competition Prevention and Trade Secrets Act, are gaining traction. In MUPL Co. vs. Mcostar Co., the Seoul Central District Court ruled that a store's look and feel can be protected under trade dress. In addition, most of the copyright cases heard by the courts since last year are related to educational and review materials, undoubtedly a big business in the country.

In March this year, the National Assembly passed the amendments to the Pharmaceutical Affairs Act for the establishment of the Patent-Market Approval Linkage and the first generic exclusivity



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Asialaw Profiles – The Guide to Asia-Pacific's Leading Domestic Law Firms, 2015

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WTR1000 – The World's Leading Trademark Professionals, 2015

"They are solution-driven and will suggest alternatives that you can consider."

Chambers Asia Pacific – Asia Pacific's Leading Lawyers for Business, 2014



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WONG
PARTNERSHIP



SOUTH KOREA

PATENTS

TIER 1

- Kim & Chang
- Lee & Ko
- Yulchon

TIER 2

- Bae, Kim & Lee
- Lee International IP & Law Group
- Shin & Kim
- Yoon & Yang

TIER 3

- AIP Patent & Law Firm
- Central International Law Firm
- Cho & Partners
- Kasan IP & Law Firm
- Kim, Choi & Lim
- Koreana Patent Firm

TIER 4

- Barun IP & Law
- Law Firm Yangjae
- Muhann Patent & Law Firm
- You Me Patent & Law Firm
- Y.P. Lee Mock & Partners
- ST International Patent Law Firm

TRADEMARKS/COPYRIGHT

TIER 1

- Kim & Chang
- Lee & Ko

TIER 2

- Bae, Kim & Lee
- Lee International IP & Law Group
- Shin & Kim
- Yoon & Yang
- Yulchon

TIER 3

- Barun IP & Law
- Central International Law Firm
- Cho & Partners
- Jipyong
- Kim, Choi & Lim
- Muhann Patent & Law Firm
- You Me Patent & Law Firm
- YP Lee Mock & Partners

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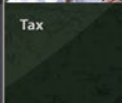
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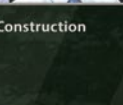
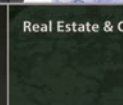
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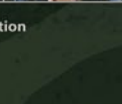
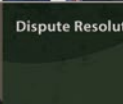
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ACCOLADES

- 2015 Dispute of the Year for Apple v. Samsung case – The Asian Lawyer, Asia Legal Awards
- 2013-2015 Tier 1, IP Patent Contentious – Managing Intellectual Property
- 2014-2015 Tier 1, Intellectual Property – Legal 500
- 2013-2015 Highly recommended, Intellectual Property – Asialaw Profiles
- 2015 “One of the Top IP Firms in Asia” in patents, trademarks, copyrights – Asian Legal Business
- 2014 Recommended Firm, IP Litigation and Transactions – IAM Patent 1000
- 2012-2014 Leading IP Law Firm in Korea – Asian Legal Business
- 2013 South Korea Contentious Firm of the Year – Managing Intellectual Property



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TAIWAN

PATENTS

TIER 1

- Jones Day
- Lee and Li
- TIPLO

TIER 2

- Baker & McKenzie
- Formosa Transnational
- Tsar & Tsai

TIER 3

- Deep & Far
- Eiger
- Finnegan, Henderson, Farabow, Garrett & Dunner
- Saint Island International Patent & Law Offices
- Winkler Partners

TIER 4

- CN-KnowHow IP Group
- Guantao Law Firm
- Hengdu Law Offices
- Winston & Strawn

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Lee and Li
- TIPLO
- Tsar & Tsai

TIER 2

- Eiger
- Formosa Transnational
- Jones Day
- Winkler Partners

TIER 3

- Deep & Far
- Saint Island International Patent & Law Offices

system. These are Korea's answers to the US Hatch Waxman Act and pushed in compliance with the Korea-US Free Trade Agreement. With a direct impact on the release of generic drugs, the enforcement of the new law is sure to result in more pharmaceutical disputes, says an IP practitioner.

Yoon & Yang joins Tier 2 for the first time this year. The firm is currently handling several highly-contentious patent

cases such as the patent infringement dispute between SK Innovation and LG Chem over lithium-ion batteries. Kim & Chang and Lee & Ko feature in Tier 1 for trademarks/copyright this year, while Shin & Kim, Bae, Kim & Lee, Yulchon and Lee International IP & Law Group solidify their leading positions for IP in Korea. Yulchon, with a 25-strong team of lawyers dedicated to IP, has had a fruitful year across all areas of IP. The firm is advising on a number of patent infringement and invalidation cases, particularly in the pharmaceutical and electronics industries. The firm advised Samsung Electronics on its highly publicised patent litigation in Korea against Apple, which was eventually settled last August. On the copyright front, Yulchon successfully defended CJ E&M in a copyright infringement suit filed by Seoul Broadcasting System.

TAIWAN

Since the implementation of new amendments to its Trade Secrets law in 2013, Taiwan has seen a build-up of enforcement activities in this area. Other than cases related to trade espionage, most of the cases filed and heard since the beginning of last year were related to the enforcement of trademarks, especially of known fashion labels and luxury brands. In patents, an IP practitioner voices some concern over the handling of cases. "The IP Court needs more resources and judges. One area that has been hit very hard is in patents. Sometimes, appeals are refused," says a partner from a law firm in Taiwan.

Jones Day, Lee and Li, TIPLO, Baker & McKenzie and Tsar & Tsai retain their top-tier status for IP in Taiwan. Meanwhile, local firm Eiger joins the rankings this year in Tier 2 for trademarks/copyright and Tier 3 for patents.

THAILAND

Thailand is the latest country in Southeast Asia to amend its copyright law, addressing IP infringement on the Internet. In two separate bills passed into law last February, Thailand has introduced intermediary liability and penalties for recording movies in theatres. Thailand is also

keen on following Australia's footsteps and introducing plain packaging rules for tobacco products – a move that would have a substantial effect on trademark protection. Thailand already has some regulations in place for tobacco consumption, advertising and packaging.

The top firms in Thailand have been busy working on the enforcement of IP rights and the prosecution of trademarks. The trio of Baker & McKenzie, Domnern Somgiat & Boonma and Tilleke & Gibbins maintain their leading position in Thailand. Rouse moves up to Tier 1 for patents this year, spurred on by the expansion of its patent litigation department last year through lateral partner hires.



THAILAND

PATENTS

TIER 1

- Baker & McKenzie
- Domnern Somgiat & Boonma
- Rouse
- Tilleke & Gibbins

TIER 2

- Chavalit & Associates
- Satyapon & Partners
- Siam Premier International

TIER 3

- Ananda IP
- Dej – Udom & Associates
- Dharmniti Law Office
- Vidon & Partners

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Domnern Somgiat & Boonma
- Tilleke & Gibbins

TIER 2

- Chavalit & Associates
- Rouse
- Satyapon & Partners
- Siam Premier International

TIER 3

- Ananda IP
- Dej – Udom & Associates
- Dharmniti Law Office
- Vidon & Partners

VIETNAM

With its growing economy, Vietnam is seeing a rise in IP infringement cases and enforcement activities. Some of the common cases since last year have related to the parallel imports of drugs, domain name disputes, infringement of well-known marks in the automotive, industrial, and apparel and lifestyle industries. In a step to address cross-border IP infringement, Vietnam passed a new circular earlier this year on customs procedure which allows the inspection and suspension of goods, and penalties for imports and exports of infringing goods.

Vision & Associates moves up to Tier 1 for both patents and trademarks/copyright this year. The firm has expanded its IP team and is working on several high-profile cases. Baker & McKenzie, Hogan Lovells, Tilleke & Gibbins and Pham & Associates remain among Vietnam's leading firms for IP, while Bross & Partners is a new entrant this year.



VIETNAM

PATENTS

TIER 1

- Baker & McKenzie
- Pham & Associates
- Tilleke & Gibbins
- Vision & Associates

TIER 2

- Hogan Lovells
- Indochine Counsel
- InvestConsult Group
- Rouse

TIER 3

- Bross & Partners
- Phuoc & Partners

TRADEMARKS/COPYRIGHT

TIER 1

- Baker & McKenzie
- Hogan Lovells
- Tilleke & Gibbins
- Vision & Associates

TIER 2

- Bross & Partners
- Indochine Counsel
- InvestConsult Group
- Pham & Associates
- Rouse

TIER 3

- Phuoc & Partners



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