



Alyshea Low Khye Lyn
Partner

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Alyshea is a partner in our Intellectual Property practice. Her work focuses on intellectual property litigation and advisory as well as civil and commercial litigation.

She continues to represent local and foreign clients in a wide range of disputes across various industries that include food and beverage, automotive, information technology, fashion goods and household goods. She regularly acts for and advises brands on brand protection, anti-counterfeiting, and enforcement strategies. This includes developing and executing take down notices, online monitoring and coordinating enforcement actions taken by the Ministry of Domestic Trade and Cost of Living.

She also acts for clients in disputes involving hire purchase and consumer protection.

Key Practice Areas

IP Litigation and Enforcement
Civil and Commercial Litigation
Hire Purchase and Consumer Protection

Selected Experience

IP Litigation and Enforcement

- ❖ Represented a well-known direct selling American company at various levels of Court in disputes involving infringement of industrial design and trademark, trade libel, defamation, malicious falsehood, and breach of confidential information.
- ❖ Represented a Malaysian producer and distributor of rice in dispute involving trademark infringement, passing off, copyright infringement and unlawful interference with trade.
- ❖ Represented a Taiwanese company in highly contested franchise dispute involving a popular bubble tea franchise in applications for interim measures to prevent replication of its franchised business pending foreign arbitration.
- ❖ Represented a Philippine national conglomerate and its local Malaysian supplier in disputes involving their patent for thermal insulation liners.
- ❖ Represented various local and foreign clients in sending out take-down notices for among others, trademark infringement, copyright infringement, passing off and personality impersonation.
- ❖ Assisted in execution of various Anton Piller orders,

coordinating raids carried out by the Enforcement Officers of the Ministry of Domestic Trade and Cost of Living, for various clients including a rubber glove manufacturer and supplier, an international sports and lifestyle brand, an international chain of themed restaurants and memorabilia and luxury haircare products.

Civil and Commercial Litigation

- ❖ Represented a beneficiary in a cross-border estate dispute surrounding misappropriation of assets belonging to the estate of deceased in Malaysia, Hongkong and Shanghai, including obtaining injunctive reliefs to prevent further dealing with the assets.
- ❖ Represented a company in a RM1.2 billion court action involving Timber Licences to be issued by the State Government of Sabah in respect of 288,138 hectares of forest reserve in Sipitang Sabah. This case involved court actions before the Kuala Lumpur and Kota Kinabalu courts and included civil actions, restraining order applications and judicial review proceedings before the courts.
- ❖ Represented a multinational automotive company in disputes involving breach of contract, product liability, hire purchase and consumer protections claims.
- ❖ Represented a multinational consumer goods company in disputes including product liability, defamation and breach of contract claims.
- ❖ Advised a listed corporation in the leisure and hospitality industry on all aspects of their business.

Qualifications

Advocate and Solicitor, High Court of Malaya (2014)
Barrister-at-Law (Lincoln's Inn) (2013)
LL.B (Hons), Aberystwyth University (2010)

Publications

- Author, "Fifty shades darker for grey goods", Lexology and Skrine's Legal Insights, June 2022
- Author, "The Patents (Amendment) Bill 2021", Skrine's Legal Insights, January 2022
- Author, "Patented Vaccines: Is Waiving The Way Forward?", Lexology, June 2021.
- Author, "Are you too cool to pool?", Skrine's Legal Insights, July 2020 and Mondaq, November 2020.
- Author, "Trademarks Act 2019: What is invoked to revoke?", Skrine's Legal Insights, December 2019.
- Author, "Infringing Website List: Turning Off the Taps", Skrine's Legal Insights, January 2018 and Mondaq, June 2020.
- Author, "A Snippet of Fairness", Skrine's Legal Insights, June 2016.
- Author, "Series Trademark", Japan Patent Office, January 2015.
- Author, "Expiry of Copyright", Skrine's Legal Insights, April 2014.