



## Gretchen Su

PARTNER ,WITHERS KHATTARWONG\* | SINGAPORE

\* Withers KhattarWong LLP is a Singapore law practice, affiliated with Withers LLP.

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Gretchen is a partner in the intellectual property and technology team.

She is an intellectual property specialist and is highly experienced in the protection, commercialisation, and enforcement of intellectual property rights. Her areas of work include the strategic planning and management of clients' global intellectual property portfolios, advising on brand clearance and protection, advising on and drafting commercial agreements relating to intellectual property and information technology, as well as advising and representing clients in intellectual property disputes. Gretchen has particular experience in working with public sector clients and regularly advises on tender-related transactions.

Gretchen has extensive experience advising on contentious IP matters. She has acted for many well-known brands in their IP disputes, including LG Electronics and MediaCorp, amongst others. She is an accredited Mediator with the Singapore International Mediation Institute (SIMI).

Another aspect of Gretchen's practice is data protection. She is an accredited as a Certified Information Privacy Professional/Europe ( CIPP/E) with the International Association of Privacy Professionals (IAPP).

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SECRETARY **CLAUDINE TAN**

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### TRACK RECORD

Acted for a Japanese conglomerate in the food industry and successfully seized over a thousand counterfeit items in a collaborative raid with the Singapore Police Force.

Advised a Singapore-based insurance company on its software development project with a local start-up to incorporate artificial intelligence technology in its operations.

Advised a Singapore-based manufacturing company on a cross-border acquisition of global business and IP assets comprising manufacturing technology from a German counterpart.

Advised a Japan-based pharmaceutical manufacturer on the IP and regulatory aspects in Singapore of its acquisition of a portfolio of OTC drugs in Asia.

Assisted in a cross-border deal involving a worldwide licence of television broadcast rights and the licence of character merchandising rights by a China-based animation company to a world-famous theme park operator.

MediaCorp News Pte Ltd v Astro All Asia Networks PLC [2009] SGHC 176: acted in a High Court appeal against the registration of a trade mark by Astro All Asia Networks PLC.

Beats Electronics, LLC v LG Electronics Inc. [2016] SGIPOS 8: successfully acted for LG Electronics Inc. in an opposition by Beats Electronics, LLC against an application to register the trade mark 'QuadBeat' in Singapore.

### ADMISSIONS

- Singapore, 2007

## PUBLICATIONS

*'Singapore's PDPA's data portability obligations: Learning from the GDPR experience'*, Withersworldwide - 2021 (author)

*'Personal Data Protection (Amendment) Act 2020 in Singapore: Effects on your business'*, Withersworldwide - 2020 (co-author)

*'In this time of the coronavirus, does personal data privacy get thrown out the window?'*:"https://www.withersworldwide.com/en-gb/insight/in-this-time-of-covid-19-does-personal-data-privacy-get-thrown-out-the-window Withersworldwide - 2020 (author)

*'When music artists can no longer sing the same tune'*, With... insights - 2019 (author)

*'Protection of colored trade marks in Asia'*, Inside Counsel - 2016 *'Encyclopedia of Buddhist Arts'*, Buddha's Light Publications USA - 2016 (contributor)

## MEMBERSHIPS

- International Trademark Association
- Singapore Academy of Law
- Law Society of Singapore
- INTA Bulletins Committee

## TALKS

Law Society Pro Bono Services' webinar for the National Arts Council's Arts Resource Hub on "Intellectual Property for the Arts & Creative Sector" in January 2021

## EDUCATION

National University of Singapore, LL.B (Hons)

## LANGUAGES

ENGLISH

MANDARIN

## DATES

JOINED: 2007

PARTNER: 2015

Singapore

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