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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Rachel TAN  
Rouse & Co. International (Overseas) Limited  
Hong Kong, China



Nationality: Singaporean

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Solicitor, England and Wales 1999;  
Advocate and Solicitor, Singapore 1996;  
LL.B., National University of Singapore 1995.

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**LANGUAGES**

English, Mandarin

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**PRESENT POSITION**

Partner, Rouse & Co. International (Overseas) Limited.

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Partner, Fieldfisher LLP, London Office, United Kingdom;  
Associate, Drew & Napier LLC, Singapore.

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**MEMBERSHIP IN PROFESSIONAL BODIES**

International Trade Mark Association.

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**AREAS OF SPECIALIZATION**

Trademarks.

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January 16, 2020

### **EXPERIENCE IN INTELLECTUAL PROPERTY**

An executive at Rouse and global head of the firm's Trademarks Group. Also heads up the China Trademarks Group based in Beijing. Dual qualified as a solicitor of England and Wales and an advocate and solicitor of the Supreme Court of Singapore. During twenty years of practicing intellectual property, has handled a wide range of issues relating to trademarks, designs, and domain names in many jurisdictions around the world, including Greater China, the United Kingdom, the European Union and Singapore.

Practice now focuses on brand clearance, protection, registry enforcement, and administrative litigation in China. This includes providing strategic advice on trademark portfolio management, assessing the risks involved in introducing new brands to the Chinese market, and providing commercial solutions, protecting non-traditional marks, as well as dealing with trademark squatters. Has also successfully obtained well-known trademark status for a number of foreign brands. Also provides advisory services to clients relating on online issues such as rationalizing a domain name portfolio, providing solutions to misappropriated domain names, and online infringement for global leading brands in the technology, machinery, fast moving consumer goods, agriculture, and fashion industries. Regularly participates in efforts to promote the reform of China's trademark laws, and actively writes and speaks about brand protection in China.

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### **EXPERIENCE WITH RESPECT TO DOMAIN NAMES**

When practicing in the UK, represented complainants before Nominet;  
In China, provides consultancy on domain name complaints before CNNIC and HKIAC;  
Counsels brand owners on domain name protection and domain name purchases.

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### **MAJOR PUBLICATIONS**

Contributes articles to leading IP publications such as Managing Intellectual Property and World Trademark Review.

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### **EXPERIENCE IN COURT LITIGATION**

Managed local lawyers on litigation in the European Union, China, and South-East Asia.

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