

Joel Mei

JOEL LIM

Founding Partner

LLB University of London.

LLM University of Malaya.

Trademark Agent.

Industrial Design Agent.



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Career Summary

JOEL LIM was admitted as an advocate and solicitor of the High Court of Malaya in 2010. He specialises in Intellectual Property, Commercial and Corporate Law. His areas of practice include trademark, copyright, industrial design and patent prosecution, advisory and dispute resolution as well as commercial and corporate dispute resolution. He also advises on intellectual property, commercial and corporate agreements.

Areas of Practise

- Trademarks
- Patents
- Industrial Designs
- Copyright
- Confidential Information
- Franchising, Licensing
- Commercial matters (Manufacturing and Supply arrangements, International Sales, Joint-Ventures, Distributorships, Dealerships)

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- Corporate matters (Shareholder Rights and Disputes, Director Duties, Takeovers, Venture Capitals)

Examples of experience

Trademarks:-

- i) Trademark invalidation between beauty and body care product companies;
- ii) Trademark ownership dispute for local consumer insecticide manufacturer;
- iii) Trademark infringement in relation to medical product;
- iv) Trademark infringement dispute between ITC event organizers;
- v) Trademark infringement claim for foreign entity in relation to professional power tools;
- vi) Trademark infringement claim for local machinery dealer;
- vii) Rendering of advise in relation to trademark ownership by foreign safety vault manufacturer;
- viii) Defending claims for breach of franchise agreement of a child care centre;
- ix) Prosecuting trademark infringement claim for a valve manufacturer;
- x) Trademark and domain name ownership dispute by communications technology provider;
- xi) Trademark ownership dispute for foreign bearing manufacturer;
- xii) Defending trademark opposition for local hotelier;
- xiii) Prosecuting trademark ownership dispute in relation to a fishing rod brand;
- xiv) Prosecuting trademark infringement and conducting MDTCC raid and seizure for hardware products;
- xv) Prosecuting trademark infringement and passing-off claims for local food manufacturer;
- xvi) Advising and overseeing various trademark filings for newspapers and magazine brands;
- xvii) Rendering advice on trademark ownership for international clothing brand;

Patents:-

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- i) Prosecuting patent infringement claims in relation to wireless communications protocol;
- ii) Patent dispute between roller shutter manufacturers;
- iii) Patent dispute between palm oil mill companies;
- iv) Prosecuting patent infringement claims pertaining to internet protocols;
- v) Prosecuting utility innovation infringement claims in relation to telecommunications equipment;
- vi) Responding to claims of patent infringement in relation to portable fire extinguishing equipment;
- vii) Prosecuting utility innovation infringement claims in relation to construction former;
- viii) Rendering advice on potential patent for electronic meter reader;
- ix) Rendering advice on potential patent for plasma spark plugs;
- x) Advising and overseeing drafting, PCT filing, amendment and national filings for patent related to remote transfer of data;
- xi) Advising and overseeing drafting and PCT filing for patent related to automated pairing system and method;
- xii) Advising and overseeing drafting, PCT filing, and national filings for patent related to tracking and monitoring device;
- xiii) Advising and overseeing drafting and PCT filing for patent related to earpiece loop to be used in earphones;
- xiv) Advising and overseeing drafting, PCT filing, national filings and following unity patent for patent related to tire pressure monitoring system;
- xv) Advising and overseeing drafting and Malaysian patent filing for patent related to antenna design;
- xvi) Advising and overseeing drafting and Malaysian patent filing for patent related to intelligent dosage releaser in inhalers;
- xvii) Advising and overseeing drafting and Malaysian patent filing for artificial intelligence powered video and audio editing software;
- xviii) Advising and overseeing drafting and Malaysian patent filing for 3-dimensional sensor measuring technology;

Copyright:-

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- i) Copyright dispute over ownership of numerology methodology;
- ii) Prosecuting copyright infringement claims for photography works;
- iii) Rendering advice on copyright ownership of films for local movie channel;
- iv) Prosecuting copyright infringement and breach of confidential claim in relation to diving equipment designs;
- v) Prosecuting and enforcement of publication rights for local publisher pertaining to educational materials and national examination papers;
- vi) Rendering advice in relation to copyright protection of film script by local production house;
- vii) Rendering advice in relation to copyright protection of sculptures and works of art;
- viii) Rendering advice in relation to copyright protection of musical productions;
- ix) Advising and overseeing copyright protection of circuitry designs for road lighting equipment;
- x) Advising and overseeing copyright protection of educational publications;

Industrial Designs:-

- i) Defending Industrial Design infringement of consumer electronic product;
- ii) Prosecuting of industrial design infringement claims pertaining to cosmetic equipment;
- iii) Defending claim against industrial design infringement pertaining to road barrier equipment;
- iv) Prosecuting of industrial design infringement of jewellery;
- v) Advising and overseeing Malaysian industrial design filings for bathroom equipments;

Commercial and Corporate:-

- i) Commercial contract services in relation to management buy-out of consumer communications devices manufacturer;

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- ii) Commercial contract services in relation to share acquisition of a telecommunications service provider;
- iii) Prosecution of shareholder oppression claim pertaining to furniture company;
- iv) Prosecution of breach of director's duties pertaining to consumer hygiene product company;
- v) Rendering advice and commercial contract services on intellectual property rights pertaining to sports events organizers;
- vi) Rendering advice and commercial contract services for foreign fast food franchise;
- vii) Rendering advice and commercial contract services for local food and beverage franchise;
- viii) Rendering advice and commercial contract services for foreign beverage franchise;
- ix) Commercial contract services for venture capitalist in relation to purchase of aviation technology;
- x) Commercial contract services for establishment of new vehicle dealerships;
- xi) Commercial contract services for exchange of technology in relation to rubber recycling;
- xii) Commercial contracts services in relation to Joint-Venture between local and foreign rubber membrane manufacturers;
- xiii) Commercial contracts services in relation to Joint-Venture between local and foreign mineral mining companies;
- xiv) Defending product defectiveness claim in relation to fibre optics and broadband equipment;
- xv) Commercial contract services in relation to licensing of circuitry designs for road lighting equipment;
- xvi) Commercial contract services in relation to exclusive publication rights for local publisher in relation to educational materials and national examination papers;
- xvii) Commercial contract services for setting up of Joint-Venture in relation to telecommunications software companies;

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The Firm

Website: www.joelmei.com

JOEL & MEI is a boutique law firm specialising in Dispute Resolution, Intellectual Property, Corporate, Commercial and Family law.

The firm was established in 2012 with the sole purpose of providing customised and professional services to our clients, mainly in relation to Corporate, Commercial, Intellectual Property, Corporate Real Estate & Family Law. Our partners are previously from prestigious law firms in Malaysia with specialised skill and knowledge in their respective areas of law.

OUR FIRM has a professional indemnity coverage of up to RM5.0 million and the coverage maybe increased from time to time in corresponding to the nature and quantum involved in our works.

Practice Areas

- *General Litigation*
- *Corporate and Commercial Litigation*
- *Construction Litigation*
- *Corporate and Commercial Advisory*
- *Intellectual Property Litigation*
- *Intellectual Property Advisory and Registration*
- *Property and Conveyancing*
- *Family Law*