

PROFILE



Partner
Intellectual Property
Competition Law & Antitrust
Personal Data Protection & Privacy Laws
Shearn Delamore & Co., Kuala Lumpur, Malaysia,
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Qualifications

B.Sc (Hons) Law and Chemistry, University of Keele, UK
 Barrister-at-Law, Lincoln's Inn
 Advocate & Solicitor, High Court of Malaya
 Registered Patent Agent
 Registered Trademark Agent
 Registered Industrial Design Agent

Languages

English, Malay

JYESHTA MAHENDRAN

ABOUT JYESHTA

Jyeshta is a qualified Patent, Trademark and Industrial Design Agent. She has broad ranging experience in Intellectual Property (IP) and advises predominantly on transactional, prosecution, advisory and regulatory work relating to various aspects of IP. As a seasoned IP practitioner for over 2 decades, Jyeshta features regularly in major corporate acquisitions and transaction deals which have included several multinational organisations globally. Her qualification as both a Trademark and Patent Agent has set her apart as a single stop consultative IP counsel given her grasp of the peculiarities arising out of transactional deals. She runs a comprehensive patent and trademark prosecution practice managing major market players from various industries. Her core practice areas include particular emphasis on the protection, maintenance and enforcement of IP rights including IP related agreements, trademark prosecution, trademark searches and registrability, trademark opposition and rectification proceedings, copyright, patent prosecution and industrial design advisory and prosecution. She also handles cases relating to consumer laws, advertising, franchising, sponsorship, merchandising, media, consumer protection, domain names and regulatory approvals for food and drugs, health and cosmetics and also assists with IP enforcement through relevant government agencies. Jyeshta also advises on competition laws, including the interaction between Competition and IP rights and also data privacy laws and compliance issues relating to the collection and use of personal data.

EXPERIENCE

Transactional

- She has been instrumental in concluding the IPR aspects seamlessly in major corporation deals such as DKSH Holdings (Malaysia) Berhad which received much press attention in the SEA region. She has also acted for various clients in corporate transactions where IP considerations including IP advisory and regulatory issues play a paramount role in the acquisition. One such transaction is for DKSH Holdings Sdn. Bhd in its commercial acquisition of Auric Pacific (M) Sdn. Bhd which involved multiple issues including due diligence and advisory issues given the numerous brands acquired at the successful conclusion of the project.

Prosecution & Advisory

- She is involved in advising and handling the local and foreign IP portfolios of various organisations including companies such as Astro Malaysia Holdings Berhad, Nippon Paint Malaysia Sdn Bhd, Reckitt Benckiser and Filtex Marketing Sdn Bhd. Her portfolio management often calls for tailored IP consultation and compliance which is subject to patents, trademark clearance, trademark prosecution, drafting and review of various agreements, streamlining of IP ownership, risk analysis and comprehensive filing and prosecution strategies to ensure compliance with local laws along with compliance with international treaties such as the Madrid Protocol.

ACCOLADES

asialaw Leading Lawyers

Competition & Antitrust 2019 – Leading Lawyer for 3 consecutive years (2017-2019)

Intellectual Property 2019 – Leading Lawyer for 3 consecutive years (2017-2019)

- *“Jyeshta is always on top of matters, is very responsive, accessible and provides advise promptly.”* – Asialaw Profiles 2022
- *“Responsiveness, high-quality work, regular updates on the status of the matters; and proactive with recommendations, good problem-solving skills.”* – Asialaw Profiles 2022
- A client praised Jyeshta Mahendran for being *“very efficient in processing trademark application[s] and responds very promptly to inquiries.”* - Asialaw Profiles 2018

Asia IP Experts

Trademark and Copyright 2023 – Leading lawyer (2015, 2017 and 2019-2021, 2023)

Benchmark Litigation Asia-Pacific

- *“Very responsive and excellent communication skills.”* - Benchmark Litigation Asia-Pacific 2022
- *“Jyeshta is a very experienced and knowledgeable lawyer. She is friendly, accessible and is prompt in her responses and keeping us as a client updated.”* - Benchmark Litigation Asia-Pacific 2022

Chambers Asia-Pacific

Intellectual Property 2024 – Band 4 Lawyer for 2 consecutive years (2023-2024)

- *“Jyeshta is a well-experienced IP lawyer especially with trade mark applications. She is very responsive and accessible.”* – Chambers Asia Pacific 2024
- *“Jyeshta is a good lawyer and I enjoy working with her.”* – Chambers Asia Pacific 2024

IAM Patent 1000

Prosecution 2023 – Recommended Lawyer for 2 consecutive years (2022-2023)

The Legal 500 Asia-Pacific

Intellectual Property 2023 – Other Key Lawyer; Recommended Lawyer for 2 consecutive years (2020-2021)

- *“Another well experienced lawyer who we work with on all IP applications and renewals. She is very prompt in her responses, accessible, professional and her legal opinion is reliable”.* - The Legal 500 Asia-Pacific 2021
- ... and the ‘extremely efficient’ Jyeshta Mahendran focuses on the protection, maintenance and enforcement of rights. - The Legal 500 Asia-Pacific 2020
- *“Jyeshta Mahendran keeps the client up to date on progress of trademark applications, provides sound advice and very professional.”* - The Legal 500 Asia-Pacific 2020

Who’s Who Legal

IP Trademarks 2023 – Global Leader

Trademarks 2023 – National Leader (Southeast Asia) for 3 consecutive years (2021-2023)

Trademarks 2022 – Global Leader for 4 consecutive years (2019-2022)

World Trademark Review

Prosecution and Strategy 2022 – Recommended Individual for 10 consecutive years (2013-2022)

- *“On the prosecution front, Jyeshta Mahendran deftly handles portfolio management for local and foreign players”.* – WTR 2022
- A client remarked that *“with historical knowledge of the business and rights we acquired, Jyeshta provided continuity of service that is first class throughout the acquisition. She is quick to respond and explains options clearly, bringing a professional and commercial approach to business. She knows how to work with both our central global legal function as well as our in-market operating company”.* – WTR 2021

APPOINTMENTS/MEMBERSHIPS

- Asia-Pacific Co-Chairs for the Bulletins Committee of the International Trade Mark Association (INTA)
- Committee Member of the Malaysian Intellectual Property Association (MIPA)
- IP Committee Member of the IP Committee of the Malaysian Bar Council
- Copyright Committee Member of the Asia Patent Attorneys Association (APAA)
- Committee Member (Branding & IPR) of the Federation of Malaysian Manufacturers (FMM)
- Member of the International Bar Association (IBA)
- Member, Malaysian Bar

PUBLICATIONS

- Article on “Moving Images: A new way of advertisement”- Asia IP (July 2021)
- Interview on feature article “Preserving Culture and heritage in a Pandemic”- Asia IP (March 2021)
- Interview on feature article “Months into the Pandemic- What has been the effect on IP registration” – Asia IP (March 2021)
- Trademark Protection Beyond Borders- Business in Action @ FMM (2020)
- Malaysia’s Accession to the Madrid Protocol- Business in Action @ FMM (2020)
- Radio Interview on IP Developments in Malaysia in the last decade with BFM Radio (2019)
- Interview on the feature article “The Curious Case of the Tongkat Ali Extract Patent” - Asia IP (2019)
- How Does Competition Law Interact with IP Law- Managing IP (2018)
- IP during Challenging Economic Times - Asia IP (2017)
- Business Brief - World Trademark Review (2015 and 2016)
- Industrial Design Protection - Asia IP (2013)
- Competitive Changes (Competition Act) - Asia IP (2011)
- Aiming for an Innovation Economy - Managing IP (2011)