

Anna Toh

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 Associate Director
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Anna Toh is an Associate Director of Amica Law LLC. Her practice spans the twin focuses of intellectual property protection, and IP and technology agreements. She also advises on data protection, privacy, and regulatory issues.

Anna graduated with an LL.B (Hons) from the National University of Singapore and was called to the Singapore Bar in 2012. She is also technically qualified with a B.Sc in Life Sciences, with a specialisation in Biomedical Science. Having a keen interest in the life sciences, Anna represents pharmaceutical and biotechnology industry players, while also serving a broad spectrum of clients in such fields as software, fashion, insurance, sports and entertainment.

Experience

Anna has particular expertise in trade mark protection and IP agreements, and data protection. She manages the regional and international trade mark portfolios of many clients, and is experienced in trade mark opposition, revocation, and invalidation actions.

Sample matters which Anna has been involved in include:

- Defending a China-based beverage company's trade mark against an invalidation action
- Securing trade mark protection for an international sports franchise by fending off an opposition
- Drafting policy documents: IP policies, data protection policies, AI acceptable-use policies
- Drafting IP licensing and research collaboration agreements for a Singapore public university
- Drafting software development agreements for turnkey and bespoke projects
- Advising a social media platform on copyright and content licensing issues
- Advising on cross-border patent infringement matters relating to genetic diagnostic services

Accolades

Anna is recognised as a "Rising Star" by the publications *IP Stars and Expert Guide*, and a "Next Generation Partner" in the *Legal500*. She is also ranked as a leading trade mark professional in the *World Trademark Review 1000*, a WIPR Leader in the *World Intellectual Property Review*, and recommended in *Who's Who Legal: Trademarks*.

Memberships & Qualifications

Anna serves as the Asia-Pacific vice-chairperson for the Young Members' Congress of the Licensing Executives Society International (LESI). She is also a member of the Pharmaceutical Trade Marks Group (PTMG), the International Association of Privacy Professionals (IAPP), and the Institute of Singapore Trade Mark Agents (ISTMA).

Anna holds a Certified Information Privacy Professional/Europe (CIPP/E) qualification.

Outside the IP and technology sphere, Anna volunteers with the Community Legal Clinics providing legal advice to members of the Singapore public, administered by the Law Society of Singapore's Pro Bono Services Office.



Key Practice Areas

- Advertising & Consumer Protection
- Brands & IP Portfolio Management
- Data Protection & Cybersecurity
- E-commerce & Domain Names
- Entertainment & Media
- FinTech & Payment Services
- Franchising
- Information Technology
- IP Commercialisation, R&D & Joint Venture
- Life Sciences
- Trade Marks, Patent, Design & Copyright Protection