

# 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

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**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 (2017 - 2019)**

“Leading Lawyer” in Competition & Antitrust and Intellectual Property

Leading lawyer Jyeshta Mahendran is “*very efficient in processing trade mark application[s] and responds very promptly to inquiries,*” adds another client. – Asialaw Profiles 2018

“*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

- **Asia IP Experts (2015, 2017, 2019 – 2021, 2023)**

Leading lawyer” for Trademark and Copyright

- **Benchmark Litigation Asia-Pacific (2022)**

“*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 (2023 and 2024)**

“Band 4” lawyer in Intellectual Property

*“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 (2022 and 2023)**  
Recommended Lawyer in Prosecution
- **The Legal 500 Asia-Pacific (2023)**  
“Other Key Lawyer” in Intellectual Property
- **The Legal 500 Asia-Pacific (2020 and 2021)**  
“Recommended Lawyer” in Intellectual Property

... 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 advise and very professional.”* - The Legal 500 Asia-Pacific 2020

*“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

- **Who's Who Legal (2019 - 2022)**  
“Global Leader” in Trademarks
- **Who's Who Legal (2023)**  
“Global Leader” in IP Trademarks
- **Who's Who Legal (2021 - 2023)**  
“National Leader (Southeast Asia)” in Trademarks
- **World Trademark Review (2013 - 2022)**  
“Recommended Individual” in Prosecution and Strategy

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

*“On the prosecution front, Jyeshta Mahendran deftly handles portfolio management for local and foreign players”.* – WTR 2022

## APPOINTMENTS/MEMBERSHIPS

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