



Yuen Kit Kuan
Director, Intellectual Property

LL.B. (First Class Honours), University of Nottingham (2014)
LL.M. (Specialisation in IP Law), University of Cambridge (2018)
Advocate & Solicitor, Supreme Court of Singapore (2016)
T: +65 6531 2590 F: +65 6535 4906 E: kitkuan.yuen@drewnapier.com

ABOUT KIT KUAN

Kit Kuan is a Director of Drew & Napier's Intellectual Property (IP) Department who handles contentious and non-contentious IP matters.

Contentious IP matters which Kit Kuan handles include trade mark opposition and revocation proceedings before the Intellectual Property Office of Singapore (IPOS), as well as supervising equivalent work in other jurisdictions.

Non-contentious IP matters which Kit Kuan handles include trade mark filing and prosecution work, supervising equivalent work in other jurisdictions, as well as general advisory work involving trade mark law and copyright law.

Kit Kuan represents clients from a wide range of industries including financial services, pharmaceuticals, technology, as well as the fashion and beauty industries.

Kit Kuan publishes regularly in publications by organisations like Thomson Reuters, Managing IP and Singapore Academy of Law. She also volunteers with Pro Bono SG to assist non-profit organisations with issues related to IP and data protection law.

Before joining Drew & Napier, Kit Kuan worked at a boutique IP law firm in Singapore.

EXPERIENCE

Below is a sample of matters which Kit Kuan has handled / handles:

- **Cosmetic Warriors Limited v Genpulse Pte Ltd [2026] SGIPOS 1** – Represented Cosmetic Warriors Limited in opposing a trade mark in Singapore.
- **Outschool Inc v ALLSCHOOLS PTE LTD [2023] SGIPOS 12** – Successfully represented ALLSCHOOLS PTE LTD in defending consolidated oppositions to its 4 “ALLSCHOOL” marks in Singapore

brought by Outschool Inc based on its “OUTSCHOOL” mark. The appeal against this matter was dismissed by the High Court of Singapore (no written decision available).

- **Louis Vuitton Malletier v. Megastar Shipping Pte Ltd [2017] SGHC 305** – Acted in a landmark trademark infringement matter that involved the transshipment of counterfeit fashion merchandise through the Singapore ports.
- Representing an American fashion company in a trade mark opposition before IPOS.
- Representing a German pharmaceuticals company in a trade mark opposition before IPOS.
- Representing a German company in the packaging and bottling machinery industry in a trade mark opposition before IPOS.
- Represented a Singaporean government ministry in two related trade mark oppositions before the Intellectual Office of Singapore (IPOS), in which the ministry relied on its logogram in the oppositions. The parties reached settlement in this matter.
- Represented an American investment services company in a trade mark revocation before IPOS, which was pursued against the company's trade mark. The parties reached settlement in this matter.

APPOINTMENTS/MEMBERSHIPS

- Member, Singapore Academy of Law
- Member, Law Society of Singapore, Intellectual Property Law Committee
- Member, Law Society of Singapore, Middle Category Committee
- Member, International Trademark Association (INTA)
- Member, International Association of Privacy Professionals (IAPP)

PUBLICATIONS

- Practical Law's Practice Note on Trade Dress Protection (Singapore), *Thomson Reuters*, 2025
- "Trademarks That Are Well Known to the Public at Large in Singapore: A Review of the Evidentiary Landscape", *SAL Practitioner*, 2025
- "Defence against dupes: A practical guide", *Managing IP*, 2025
- "Geographical Indications: The Importance of Consumer Perception in Singapore", *Managing IP*, 2025
- "The uncertain boundaries of trade mark oppositions based on passing off", *Managing IP*, 2024
- "High Court reaffirms position in trade mark law on well-known marks and evidence of actual confusion", *Drew & Napier Legal Update*, 2024
- "When is Confusion Truly Confusion?": The role of actual confusion in opposing trade marks", *Drew & Napier Legal Update*, 2024