

Dr. Poondej Krairit



Dr. Poondej Krairit is the Director of Wisdom Guardian IP Consulting and the Head of the Intellectual Property Department at Dej-Udom & Associates. He is an expert in IP matters and has a strong background in electrical engineering, telecommunications engineering, and all information technology related areas. He is a post-graduate of Boston University and holds a PhD in Computers and Engineering Management from Assumption University. He specializes in the drafting of patent specifications and applications and the prosecution of trademarks.

Dr. Krairit is ranked as one of the leading individuals for trademark prosecution and strategy and patent prosecution in Thailand, and the firm's IP team has also garnered international recognition for intellectual property work in regional reviews. He is a Professional Patent Agent certified and registered by Thailand's Department of Intellectual Property. He currently serves as Secretary-General and Committee Member of the Intellectual Property Promotion Association of Thailand (IPPAT) and is a Committee Member of the Intellectual Property Association of Thailand (IPAT).

He is also a Council Member of the ASEAN Intellectual Property Association (ASEAN IPA). Additionally, Dr. Krairit is member of Assumption International University's faculty of science and a guest lecturer at other Thai universities.