



# Asia IP Awards 2020: Trademark Firm of The Year

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We are delighted to announce that we have been awarded 'India Trademarks Firm of the Year' by Asia IP. Speaking of the firm, Asia IP says, "Anand and Anand is one of India's top IP firms, housing more than 200 professionals led by Managing Partner [Pravin Anand](#). Senior partners [Safir Anand](#), [Archana Shanker](#), and Bharath M.S. are all excellent lawyers. Clients include Mars, Microsoft, Toyota, Louis Vuitton and Pioneer. Anand and Anand was also named the National IP Firm of the Year at the 2020 Asia IP India IP Awards."

Safir has been quoted as saying, "Winning is not always about acknowledgment, but a definitive recognition of our understanding and leadership in the subtle nuances of law, more than what often meets the eye. Getting awarded for the Indian trademark firm of the year, the coveted Asia IP Award, gives us the strength to take on challenges with fervour. Anand and Anand will continue to strive for excellence, strongly driven by our core principles and the hunger to innovate and lead. We thankfully accept this award on behalf of the entire invisible, but talented team, who behind the proverbial curtains, keeps the spirit of the legacy vibrant."

Read the full report [here](#)

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