

PARTNER

Amita Arora

Known for a comprehensive and holistic client-focused approach, Amita is in-charge of the firm's Design practice, working closely with clients for a wide range of industries.

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Overview And Career Highlights

Amita Arora is in-charge of the firm's Design practice, working closely with clients for a wide range of industries.

She is associated with the firm since 1996 and has extensive experience in the field and has witnessed all the amendments of Patent and Design laws in India. She is appreciated for her responsiveness and ability in developing patent and design strategies that meet each client's specific business objectives.

She is adept in all areas of patent and design law, providing strategic counselling, support and handling prosecution in Patent and Design matters. She offers a diverse practice in Search and watch services including due diligence, freedom to operate, invalidity opinions, transactional matters, IP portfolio management and development.

Amita brings the necessary expertise in handling patent and design prosecution matters with an emphasis on solution centric advisory on prosecuting applications keeping in mind both broad

protection and long-term enforceability criteria. Her absolute commitment along with balanced and practical approaches has come a long way in building a relationship of trust with clients.

Representing a vast portfolio of clients from various industries, technological fields and jurisdictions, Amita is also involved in contentious matters before the Patent Office and other forums, securing many favorable orders for clients. She is known for a comprehensive and holistic client-focused approach towards IP matters.

Amita also engages in spreading the message of IP through thought leadership activities. She has co-authored the Indian chapter in – 'International Design Protection', Second Edition. 'International Design Protection', is an international compendium of design law in a selection of major jurisdictions. It covers the applicability of registered and unregistered design rights.

RELATED PRACTICES

PATENTS
DESIGN

EDUCATION

- LLB
- BA
- Diploma in Architecture

PROFESSIONAL INVOLVEMENT

- Bar Council of Delhi
- Registered Patent Agent
- APAA
- Designs Committee – INTA (2020-2021 and 2022-2023)

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