

**PARTNER**

Madhu Rewari

Partner Trademarks

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Overview

Madhu has carved a niche in the field of trademark prosecution having represented numerous leading Indian companies and multinationals, including Fortune 500 companies in India as well as in the Indian Sub-continent. She advises various companies on brand adoption, protection and enforcement, commercialisation, drafting and negotiating various contracts. Madhu also assists the clients in drafting of various policies such as Brand Usage Policy, Internet Policy, Privacy Policy etc.

With 16 years of experience in the IP field, Madhu strategically performs due diligence for companies acquiring IP assets and providing advice on various commercial issues arising out of such contracts. She also advises on contentious issues such as IP violations, misleading and false claims and has successfully represented clients in relation to advertising issues. Her most recent successes involved the publication of the trademarks LIFEBOUY and OLA CABS to be included in the well-known list published by the Trademarks Office. Madhu has also handled several Domain Name Disputes before WIPO and .IN Registry.



Madhu has been invited by various prestigious national and international forums and institutions to share her insights on various aspects of IP and sensitize stakeholders across all sectors. Some of her recent assignments include:

- Moderator at the INTA Virtual Meeting 2020 on “Emerging Unicorns Need to Protect IP” and at INTA Virtual Meeting 2021 on “Role of Artificial Intelligence and Intellectual Property”
- Conducted webinars on IP Protection, Management and Enforcement as a part of FICCI’s initiative, “100–Webinar series on Intellectual Property”
- Speaker at a 2-day awareness programme organized by The Cell for IPR Promotion and Management (CIPAM) in association with the Jammu & Kashmir Entrepreneurship Development Institute (hashtag#JKEDI), Jammu
- Was a speaker at the World IP Forum 2018.
- Interacted with almost 100 school students at HUL’s campus in Mumbai on World IP Day 2017 featured in INTA Global Report
- Was invited by the Cell for IPR Protection and Management (CIPAM) to speak to trainers of Agastya International Foundation about Patent, Copyright, Trademark & Design.

Awards & Recognition

- Recognized by Asian Legal Business as one of India’s 50 Rising Stars 2021. This list recognizes young lawyers making their mark in the industry by setting high standards and achieving results for their clients.
- Included in the Prestigious list of “WIPF – Powerful Indian Women in IP 2021”
- Recognised for “excellent client care” by Lexology and awarded the 2022 Client Choice Award
- Ranked amongst “Recommended Individuals” in WTR 1000. The leading publication identified Madhu as “TM filing and brand strategy maven instrumental to firm’s success in TM prosecution and registrability advisory work”.

Career Highlights

Madhu is involved in conducting due diligence and acquisition of a target company in Vietnam for an Indian multinational/personal care and fast moving consumer goods giant with a turnover of about INR 80.5 billion/ USD 1.1 billion. Madhu has conducted review of all IP assets and documentation for the purpose of Acquisition of the target company and thereafter, transfer of assets. The deal involves review, drafting of third-party contracts, license agreements, assignment agreements, brand acquisition agreements, merger documents, master transfer agreement.

In line with her extensive work re acquisitions, she assisted a leading B2B retail platform, with acquisition of a registered trademark from a third-party. She initially conducted an investigation to understand the third-party’s precise rights and usage of the mark and their willingness to assign the



mark along with the goodwill and reputation subsisting therein. It took several rounds of negotiations with the said third-party to finally achieve the desired outcome. Given that acquisition of the said mark was crucial to the client's upcoming launch of products under its retail brand, the client was very pleased with the matter being concluded in its favor.

What emerges as one of the key aspects of Madhu's professional engagement is the high-quality drafting of policy documents for big-ticket clients. Madhu has earned the firm the trust of several clients when it comes to drafting of their IPR policies to transform IPR as a tool for business in their hands.

She has also drafted a brand policy document for Ola. The document sets out the conditions under which all internal stakeholders of the multinational ridesharing company may use the brand owned by the ANI Technologies Pvt. Ltd. Madhu has also created a digital technologies IP handbook for Unilever, Mashreq for its internal and external stakeholders. The handbook has been created to build a culture of innovation.

Madhu is also the go-to person when it comes to firm's advertisement practice and has worked for clients like Kimberly Clark, ICICI etc.

When not on her legs, Madhu also writes for leading national and international IP Publications. Some of the recent works from her pen include:

- ["SWISS MILITARY" With Or Without + Cannot Be Registered In India – Rules The Delhi High Court](#) – Published by Mondaq
- [New Drugs, Medical Devices and Cosmetics Draft Bill, 2022](#) – Published by Lexology
- Is [invisible use of TM in Google AdWords infringement?](#) For Asia Business Law Journal
- [The role of intermediaries in protecting Indian IP.](#) for Asia Business Law Journal
- India Chapter – World Trademark Review 2019-20
- The Battle for Fort William, Asia Law India Advisor, October 2007.
- Intellectual Property in Mergers and Acquisitions in India, Asia Law India Advisor, April 2008.
- A study of Indian companies and their approach to brand valuation, IP Value, 2011.
- Licensing in India: A Business Model, IAM Licensing.
- Reforms in the IPAB – Changes Ahead, Asia IP Magazine, September 2011.
- IP Checklist: India Business Law Journal, November 2013.



RELATED PRACTICES

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PROFESSIONAL INVOLVEMENT

- Bar Council of Delhi, Member
- Member of the International Trademark Association (INTA)
- Member of FICCI



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'First Published on Lexology' By Madhu Rewari and Shree Misra. On 4th January 2023, the Intellectual Property Division ("IP Division")
