



# Licensing

## Overview

**Licences serve as irreplaceable means of sharing technology, innovation and artistic content. In fact, organisations invest in IP assets that can be readily licensed out and often entire businesses are tailored on the licensing pattern.**

Be it media and entertainment that rely on third-party owned and protected content, the standards-driven telecommunications industry or information technology, licensing is pervasive across virtually all industries, and is ubiquitous even in business-consumer interaction.

With the prevalence of international standards, licensing has transcended the discretionary and entered the realm of 'essential', heralding jurisprudential development in fair, reasonable and non-discriminatory terms in licence agreements. Generally, however, besides certain laws common across agreements such as law of contract, taxation and competition laws, licences must comply with and incorporate intricacies pertinent to the relevant intellectual property regime.

The firm has expertise advising on, drafting and negotiating licensing agreements for all types of intellectual property. Our holistic approach to licensing arrangements and perspectives gained from agreements vigorously tested in litigation ensure not only a meeting of commercial objectives, such as consideration and maintaining control over use of licensed property, but also ensuring that adequate dispute resolution mechanisms are envisaged and agreements are compliant with competition laws.



## Awards & Recognition

We have been ranked highly for our licensing work.

India Business Law Journal recognized us as the Licensing & Franchising Firm of the Year 2023

In 2022, AsiaIP honoured us for our Licensing and Franchising practice



## OUR PRACTICES

[COPYRIGHT](#)

[DESIGN](#)

[LITIGATION](#)

[PATENTS](#)

[TRADEMARK](#)



## Related News & Insights

[VIEW ALL](#)

News & Updates • December 5, 2025

### [Distinction Between Order 38, Rule 5 and Order 39, Rules 1-2 CPC in the Context of “Maintenance of Status Quo”](#)

The High Court of Delhi in a significant interim ruling, “AB SKF vs M/S PARAMOUNT BEARING CO. & ORS.”, CS(COMM) 963/2025, dated 19/11/2025 has clarified

---

News & Updates • November 26, 2025

### [When Art Meets Science in Trademark Law: Reflections on India’s First Smell Mark](#)

Authored by Pravin Anand There are areas of intellectual property law where one can sense, quite literally, the convergence of disciplines that do not

---

Thought Leadership • November 25, 2025

### [Scenting the Future: How India’s First Smell Mark Application Aligns with Global Jurisprudence](#)

First published on Lexology. Authored by Vaishali R Mittal In a landmark moment for Indian intellectual property law, the Trademarks Registry has accepted

---

Thought Leadership • November 21, 2025

### [A Landmark First for Indian Trademark Law](#)

We are proud to share that the Trade Marks Registry of India has, for the first time, accepted an olfactory (smell) mark for advertisement — “Floral”

---