

Overview

Protecting Designs that Define Brands

The objective of the Design law in India is to strike a balance between protection of registered designs and promotion of design activity. Design protection is granted to new or original designs which appeal to the eye.

BENEFITS OF DESIGN REGISTRATION

Registration of designs confers significant commercial advantage on the owner by providing exclusive rights that help protect product appearance and support brand differentiation. Application for registration of a design must be filed before any commercialization or public display of the article. Prior public display or commercialization can disentitle the owner.

Design registration in India takes relatively less time to obtain compared to other forms of intellectual property. The term of protection for a design is 10 years which can be further renewed for a period of 5 years.

India is a signatory to the Paris Convention for the protection of Industrial Property and the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS).

OUR DESIGN LAW SERVICES

Our experienced design lawyers provide comprehensive services including Prosecution, Enforcement and Advisory services. We handle design prosecution covering everything from industrial products, handicrafts, technical and medical instruments, watches and jewelry, houseware, electrical appliances, automotive products, etc.

A registered design owner can file a civil lawsuit for injunction to restrain infringement of a registered design. Criminal remedies are not provided under the law.

PROTECT YOUR DESIGNS WITH CONFIDENCE

Need a design lawyer in India? Anand & Anand advises clients on design registration, prosecution, enforcement, and commercialization strategies for industrial and product designs across a wide range of industries. Contact our design law team to help protect and maximize the value of your registered designs in India.

KEY CONTACT



Archana Shanker
Senior Partner
VIEW BIO

RELATED INDUSTRIES

ADVERTISING AND PRODUCT LIABILITY

OUR PRACTICES

COPYRIGHT
CORPORATE
DESIGN
LITIGATION
PATENTS
TRADEMARK

Related News & Insights

VIEW ALL

News & Updates, Thought Leadership • November 18, 2026

Can Foreign Copyright Owners Sue Indian Broadcasters Abroad? The Territorial Reach of Copyright Disputes

A few seconds of weather footage broadcast in New Delhi ended up at the center of a federal copyright lawsuit in California. A news broadcaster based in

---

News & Updates, Thought Leadership • November 14, 2026

Can AI Training Be Copyright Infringement? The ANI v. OpenAI Dispute in India

Generative artificial intelligence systems are trained on large volumes of information, including text, images, news articles and other digital material.

News & Updates, Thought Leadership • November 11, 2026

Can You Patent the Look of an App? GUI and Icon Protection in India

Think about the apps you use every day. Their visual identity is often the first thing you recognise: the arrangement of icons, navigation menus, buttons,

---

News & Updates, Thought Leadership • November 9, 2026

PERSONALITY RIGHTS – CURRENT TRENDS

'First published on Chambers' By: Dhruv Anand, Dhananjay Khanna and Bhavya Verma It will not be an exaggeration to say that there has been an explosion

---