



## 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. 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.

Need a design lawyer in India? Our team helps protect and enforce visual designs with fast registration and deep industry-specific experience.



## KEY CONTACT



### **Archana Shanker**

Senior Partner

[VIEW BIO](#)

## OUR PRACTICES

[COPYRIGHT](#)

[CORPORATE](#)

[DESIGN](#)

[LITIGATION](#)

[PATENTS](#)

[TRADEMARK](#)



## Related News & Insights

[VIEW ALL](#)

News & Updates, Thought Leadership • April 30, 2026

### [‘Family of marks’ doctrine in India](#)

‘First published on India Business Law Journal’ By: Pravin Anand and Prachi Agarwal The concept of a family of marks in the context of the Trademark

---

News & Updates, Thought Leadership • March 18, 2026

### [Snapshot: intellectual property for fashion goods in India](#)

First published by Lexology. Authors: Safir Anand and Sehr Anand Intellectual property Design protection Which IP rights are applicable to fashion designs?

---

News & Updates • March 11, 2026

### [IP Feast Featured in HELLO! Magazine](#)

IP Feast, a unique initiative conceptualised by Safir Anand, Senior Partner, Anand and Anand, has been featured in HELLO! Magazine. The feature highlights

---

News & Updates, Thought Leadership • March 10, 2026

### [Not Just Made in India – Designed in India The Budget’s Most Strategic Move](#)

‘First published on BW Legal World’ By: Safir Anand, Mudit Kaushik and Sehr Anand India has strong design talent, ranging from local craftspeople to

---