

Overview

Protecting Brands Powering Growth

Our trademark lawyers provide end-to-end services in this domain to a variety of clients from Fortune 500 companies to small and medium enterprises and start-ups across various industries at both domestic and international level.

Anand & Anand has a rich history of developing the trademark jurisprudence in India and have been consistently recognized through several awards and accolades.

Trademark law in India is well-settled and offers a robust protection and enforcement regime for right holders. The range of protection encompasses words, labels, devices, shapes, sounds, colors, textures, etc. amongst others.

India is a first to use jurisdiction and priority in use takes precedence over priority in registration. At the same time, trademarks can be registered without actual usage in India on an intent to use basis.

India is a member of the Madrid Protocol which enables right holders to protect their trademarks in multiple countries through a single application.

There are five Trademark Offices in the cities of Ahmedabad, Chennai, Delhi, Kolkata and Mumbai respectively. The Intellectual Property Appellate Board (IPAB) is the appellate authority for adjudicating appeals against the orders of the Registrar of Trademarks and rectification (cancellation) petitions.

Our law firm provides comprehensive services which include Brand Development, Protection,

Enforcement and Commercialization.

BRAND DEVELOPMENT AND STRATEGY

The selection and launch of a brand in the complex Indian market is fraught with unique challenges. A careful legal assessment of risks through a search is essential. We provide comprehensive search services to our clients that uncover risks beyond a simple Trademark search. Our strategic advisory role continues through the journey of the Brand.

PROTECTION

We recognize that the filing and registration process lays down the all-important foundation for effective brand protection. This process itself requires brand owners to take a strategic view to ensure holistic protection in a dynamic market.

Our trademark attorneys have a successful track record of protecting leading global brands in India and the SAARC region and protecting Indian brands across the world.

ENFORCEMENT

Successful enforcement of rights in the heterogeneous Indian market hinges upon creative practical solutions stemming from an in-depth understanding of the market and legal expertise. Our attorneys craft optimal solutions for clients leveraging a wide array of tools to address a broad spectrum of issues including counterfeiting, parallel imports, trade dress claims, disparagement, etc.

COMMERCIALIZATION

Brands represent a significant proportion of the value of intangible assets of leading organizations. Our trademark lawyers help unlock the value of brands and other intellectual property through appropriate mechanisms such as licensing, franchising, mortgage, etc.

We provide services to a multi-faceted set of clients including Fortune 500 corporations, small and medium enterprises and start-ups across different industries. We have a rich history of developing the trademark jurisprudence in India and have been consistently recognized through several awards and accolades.

CORPORATE PRACTICE

This is one of our key practice areas. We cover a broad spectrum of corporate and business affairs and transactions. A significant component of this practice and area of experience is corporate legal advisory and transactional practice which covers advising on day-to-day business legal issues, diverse corporate legal affairs, matters relating to corporate transactional, commercial contracts and related documentation.

LOOKING FOR A TRADEMARK LAWYER IN INDIA?

Whether you are launching a new brand, expanding into India, protecting a valuable trademark portfolio, or enforcing rights against infringement, Anand & Anand provides strategic legal guidance

at every stage of the brand lifecycle. Contact our trademark attorneys to develop, protect, enforce, and commercialize your trademarks in India and around the world.

Awards & Recognition

Anand and Anand is widely regarded for its 'trademark' work – both contentious and non-contentious. Over the years, the firm's trademark practice has maintained its topmost position across various leading benchmarking tables.

Chambers and Partners

- We have retained our top position in Chambers Asia Pacific Guide for 16 years (2008-2023)
- Chambers Asia Pacific: Band 1 for IP
- Our practitioners are ranked in IP and IP Litigation guide

Managing IP

- MIP Asia Pacific 2023 Trademark Firm of the Year
- Firm of the year Trademark Contentious 2022, 2018
- Asia Pacific Award for Firm of the year -Trademark Prosecution 2018

We are also consistently top ranked in Trademark Contentious and Prosecution in MIP IPStars Rankings

IAM & WTR

- Gold Band Firm for Enforcement & Litigation – 2023
- Global IP Excellence Awards Trademark Litigation Firm of the Year – India 2022, 2020

Legal Era

- India Law Awards 2022-23 TM Firm of the Year
- Trademark Firm of the year – 2019

India Business Law Journal

- India Law Awards for IP Protection firm of the year – 2023

Luxury Law

Anand and Anand is the only Indian firm to make the cut at the Luxury Law due to our wide range of services to luxury clients and protection we offer for their trademarks.

- Highly Commended Firm – 2023
- Independent Luxury Law Firm of the Year – 2022 and 2020

ASSOCHAM

- IP excellence Awards – Trademark firm of the year 2022

ASIA IP

- Firm of the Year – Trademarks
- Asia IP Profiles- Tier I for Trademarks
- Trademarks Survey- Tier 1 recommended firm-Trademark Prosecution 2019
- Trademarks Survey- Tier 1 recommended firm-Trademark Contentious 2019

Thomson Reuters Asian Legal Business

We continue to be ranked Tier I by ALB in its Asia IP Rankings

KEY CONTACT



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