The India Licensing Awards 2018

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Anand and Anand was the recipient of the 'IP Law Firm of the year' award for Licensing at the recently concluded 'The India Licensing Awards 2018' hosted by License India, in conjunction with LIMA and The Economic Times. At the award ceremony, Mr. Gaurav Marya, chairman of License India spoke about the firm's role in legal protection, contractual and enforcement. Amongst the awardees were brands such as WWE, ROVIO (Angry Birds), MTV, FEMINA FLAUNT, SHEMAROO, ADLABS, CHOTTA BHEEM (Green Animation), HRX by Hrithik Roshan, WELSPUN (SPACES) were some of the other awardees. While receiving the award, **Safir Anand** said - "Many exciting opportunities in Franchising and Licensing are finding their way, especially in areas such as fashion, Entertainment, Sports, Celebrity tie-ups, Character merchandising and the scope of the role, has moved from pure contractual to strategic." [gallery type="slideshow" size="medium" ids="3673,3674,3675,3676,3677"]

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