



Trademarks: evolving law in India

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Safir Anand and Swati Sharma explain India's rise to prominence on the international scene and the continually refined trademark regime to accommodate the growing interest. For growth to persist, strong foundations are needed. Brands are "faces" for businesses. For a business to grow and be visible to consumers, it needs a well-protected brand through which to implement strong branding initiatives. Indian laws governing trademarks have supported this need by constantly evolving. This article discusses some of the developments that have occurred in the trademarks arena in India during the past decade. This article was published in Brands in the Boardroom 2013. To continue reading, please contact us at email@anandandanand.com

