"Technology: Friend or Foe?" Preview Article by the World Trademark Review

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Safir Anand shares his views on "Technology: friend or foe? Leading trademark practitioners look to the future" – a compelling read by the World Trademark Review. The article has takeaways from leading brand professionals sharing their expectations from technology and how it will impact trademark practices in the future *vis-à-vis* the future of lawyers, and the implications of disruptive technology such as Artificial Intelligence. Safir Anand makes a prediction about the transition in the role of a lawyer to that of a business strategist, an IP portfolio manager, a watchdog, an embracer of technology and an enhancer of value. He further shares his thoughts on developments that have a number of implications for the role of trademark lawyers. Safir Anand says: "I predict that there will be a transition in the role of a lawyer to a business strategist, an IP portfolio manager, a watchdog, an embrace of technology and an enhancer of value. I believe that every matter – from pleadings to arguments, searches and agreements – will be highly interconnected with valuation, corporate governance, ethics, good practices, flexibility and endurance. Thus, lawyers will have to juggle aggression, defence and mediation to offer clients successful IP protection."

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- Safir Anand
Senior Partner
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