



The Intangible Path Towards Becoming Invincible

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The colossal spread of COVID-19 has disrupted lives and livelihoods and has etched catastrophe for businesses worldwide. In this light, The Federation of Indian Chambers of Commerce & Industry (FICCI), the apex association of business organisations in India, sought our Senior Partner, [Safir Anand](#)'s insights on what the future holds and how businesses can navigate through the unprecedented economic downturn. In the article, "The Intangible Path Towards Becoming Invincible", Safir Anand shares how unleashing the power of intangibles and nurturing the untapped IP potential can rebuild business resilience and confirm continuity in the face of a crisis or an economic slowdown and how certain businesses are already propelled in this direction.

Safir, who is also a member of FICCI's esteemed IP Forum, holds a robust portfolio in providing specialised IP services and strategic inputs that have helped several businesses build their identity as some of the most coveted brands. His prudent advisory has fetched many businesses dramatic transformations.

Read the full article

here: <https://www.anandandanand.com/wp-content/uploads/2020/10/FICCI-IP-Newsletter.pdf>

