Safir Anand Re-Appointed to INTA's Commercialization of Brands Committee for 2022-2023

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Senior Partner and Head of Trademarks, Safir Anand has been re-appointed to INTA's 'Commercialization of Brands Committee' for 2022-2023. The Committee is tasked with developing best practice guidelines relating to the in-market commercialization of brand offerings and considers brand valuation, brand evaluation, brand growth strategies for SMEs and entrepreneurs, due diligence, and related issues to support the commercial success of product and service offerings. Earlier, as part of the leadership team of the brands committee, Safir played a significant role in the preparation of INTA's Brand Value special Task Force Report which was released in April 2020. He has been actively engaging in various fora spreading awareness about IPR as a tool for protecting and developing brands and businesses. He has been leading his team in working on IPOs and Venture Capital deals thereby improving the way IP is seen in the market and helping many companies scale up value. His team takes care of the finest of the details and develop trends that are definitive of the evolution of the IP market. Read more:

- Safir Anand shares how India upped its game to handle the digital shift of demand and supply chain to protect and enforce IP during the pandemic in A Comparison of Updates on Trademark Law
- World Trademark Review, as a part of WTR Global Leaders 2021, invited Safir Anand to reflect on his professional journey and share his strategic insights and guidance into career development, practice management and trademark industry trends. Read the full interview here.

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