



# Intellectual property in the hospitality industry

Thought Leadership • August 25, 2022

The delectable Dal Bukhara of ITC Hotels, the iconic Breakfast at Tiffany's, or that 'instagrammable' image of a dish served fine and/or the decor done right or any experience that evokes memories of why eating at a certain place or being at a hotel is always a delight...Not all IP can be protected statutorily. Some need strategy. This is more than true for the brands in hospitality sector. In a flavourful piece for ET, [Safir Anand](#) captures the different kinds of IP that can help businesses become brands in hospitality. [Read more](#)



**KEY CONTACT**



**Safir Anand**

Senior Partner

[View Bio of Safir Anand](#)