



Intellectual property in the hospitality industry

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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](#)



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