Lawyers in the Role of Business Strategists

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Safir Anand talks brand and license practicalities at the 7th International Brand Licensing and Merchandising Show, organised by the Indian Franchise Association. Discussing the evolution of the legal profession, no longer sufficient for a lawyer to be a provider of legal advice and services, but consider commercial transactions, Safir Anand culls out some of the intricacies in the protection and monetisation of brands. And the need for lawyers to parallel legal options with business rationale.

Brand Licensing India 2014 was organised by the Indian Franchise Association.

https://www.youtube.com/watch?v=X8y1p6wPGRE

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