



**AZB & PARTNERS**  
ADVOCATES & SOLICITORS

# INTELLECTUAL PROPERTY

AZB & Partners advises clients across the entire lifecycle of IP and provides the full spectrum of services from prosecution to transactional work, as well as advisory. We advise on how to create, protect, safeguard, enforce and monetise IP assets. Our team demonstrates considerable sectoral expertise in pharmaceuticals, crop sciences, FMCG businesses, the apparel industry and banking and financial services.

Our work includes:

- Prosecution and management of IP portfolios
- IP protection and enforcement strategies, including anti-counterfeiting actions
- Drafting and negotiating IP agreements, including for licensing, acquisitions, co-branding, franchising, research and technology collaborations
- Conducting brand and IP audits
- Customs recordal and border enforcement strategies
- Advisory services on issues including advertisement clearances, intermediary liability, data protection and privacy

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## **SKECHERS**

Skechers on (i) developing and implementing a holistic IP protection, anti-counterfeiting and enforcement strategy in India; (ii) interdiction and seizure proceedings before the Customs authority; and (iii) its trade dress infringement and passing off action against certain companies.



Philip Morris on its 100% acquisition of Fertin Pharma (including its wholly-owned Indian subsidiaries) which involved (i) extensive due diligence and review of intellectual property assets, (ii) reviewing intra—group licensing and employment agreements; and (iii) advising on Indian data privacy practices and compliance.

## **WARBURG PINCUS**

Warburg Pincus, during its equity funding round in Sanghvi Beauty & Technologies Pvt. Ltd., on intellectual property related aspects involving due diligence and legal assessment on strength and protection of deal critical brands owned by the Good Glamm Group and its subsidiaries.



Sachin Tendulkar, the world famous cricketer, on (i) identifying, protecting and advising on celebrity / personality rights; (ii) handling his trademark portfolio; and (iii) devising enforcement strategies.

## **SUZLON**

Suzlon Energy on (i) identifying, filing and prosecuting trademark and patent applications; (ii) the protection of its brand name; and (iii) its trademark infringement suit against Suzlon Industries.



Shopify on (i) handling and managing its entire brand and patent portfolio in India; (ii) advising on and devising enforcement strategies; and (iii) monitoring and taking down rouge and fake websites.

## **NYKAA**

Nykaa on handling and managing its worldwide brand portfolio, devising enforcement strategies, and representing Nykaa in commercial disparagement and trademark infringement actions before the High Courts of Delhi and Karnataka.

## **Wrangler**

Wrangler Apparel on investigations and suits involving counterfeiting of its products under the 'Wrangler/W Stitch Design' mark.



Starbucks on Indian law aspects relating to intellectual property licensing and assignment agreements with its local suppliers and manufacturers in India.



Torrent Pharmaceuticals in successfully enforcing its brand 'Chymoral Forte' against Wockhardt.



Dell in relation to its investigation and action against parties misappropriating its logo and selling counterfeit products.

## **ABB**

ABB India in connection with misappropriation of trade secret claims brought against its former employees.

## **RICHEMONT**

Richemont International with respect to an anti-counterfeiting action for the Montblanc brand.



North Face on its trademark infringement suit before the Intellectual Property Appellate Board.



Star Sports India in relation to a suit filed by it for infringement of broadcast reproduction rights.

## **OYO**

OYO on licensing IP rights for its operations in certain countries.