

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

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.

Reliance with respect to its acquisition in Jio Music and Saavn Group's combined music streaming business which involved extensive diligence of the IP assets and music licences.

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.

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.

RICHEMONT



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

Super-Max on its injunction against Tigaksha Metallics in connection with products bearing its trademarks

SUPER-MAX

Wrangler

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

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

ABB



MMI Holdings in licensing its technology, know-how and wellness expertise to its JV with Aditya Birla Group.

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.

BSE on IP ownership issues in relation to cobranded indices.

BSE

OYO

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

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.

WestBridge Capital on its multi-jurisdictional IP due diligence of Vini Cosmetics.

WESTBRIDGE | CAPITAL