



**Akhilesh Kumar Rai**  
*Senior Partner*

Unitech Cyber House, 602, Tower B, 6<sup>th</sup> floor Sector 39  
Gurgaon 122 001, National Capital Region, India

T: + 91 124 484 1300

F: + 91 124 484 1319

@: akhileshkumar.raiazbpartners.com

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*With 21 years of experience, Akhilesh Kumar Rai co-heads the Firm's Intellectual Property Rights practice. Akhilesh comes highly recommended for providing practical, innovative and comprehensive solutions in intellectual property matters. His expertise ranges from non-contentious to contentious matters with respect to trademarks, trade dress, designs, geographical indications, confidential information, trade secrets and copyrights, technology and media. Akhilesh is well recognised for his work in trademark prosecution, litigation, enforcement and customs' work and transactional IP, in addition to preparing strategies for brand protection and monetisation.*

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#### Experience

- Partner, AZB & Partners (2007 – Present)

#### Key Practice Area

- Intellectual Property

#### Recent Work Highlights

- Dell on (i) developing a holistic IP protection and enforcement strategy in India; (ii) customs recordal and enforcement proceedings; and (iii) anti-counterfeiting and trade dress litigations across various courts and tribunals in India, Pakistan, Nepal and Bangladesh
- Glanbia on developing a brand protection strategy, including monitoring of custom ports
- Unilever on (i) brand strategy and monetisation; and (i) enforcement actions, including infringements of design and trade dress
- VF Corporation on brand monitoring and enforcement
- Mastercard on (i) brand monitoring and enforcement; (ii) copyright registration and registration of sound marks as trademarks; and (iii) an action by the Advertisement Standards Council of India (ASCI)

#### Directorships, Memberships & Affiliations

- International Trademark Association (2003 – Present)
- International Association for the Protection of Intellectual Property, AIPPI (2019 – Present)
- Subcommittees on Non-traditional Trademarks (2013 – 2015), Parallel Import (2015 – 2017) and Anti-Counterfeiting (2017 – 2019)
- Bar Council of Delhi (1999)

#### Professional Qualifications

- Bachelor of Law, University of Nagpur (1999)

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*Recognized as a 'Notable Practitioner' for Intellectual Property by Asialaw Profiles (2021 – 2022)*

*'Recommended' for Intellectual Property by Legal 500 Asia Pacific (2020 – 2022)*

*Recognized for Enforcement and Litigation, Prosecution and Strategy and Transactions by WTR 1000 (2020 – 2022)*

*Named a 'Trademark and Transactions Star' by Managing IP Stars (2021 – 2022)*

*Named among Top 100 IP Experts in India by Asia IP Law (2021)*

*Part of the 'Top 15 IP Lawyers in India' List published by Asian Legal Business (2020)*

*Ranked a 'Leading TM professional' under Individuals: Enforcement & Litigation table by WTR 1000 (2019)*

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