



PARTNER

Achuthan Sreekumar

Achuthan's practice is focused on IP enforcement through administrative, civil and criminal litigation. IP and related issues such as defamation, disparagement etc. including issues on the internet, around domain names and risks presented by digital platforms including online financial scams involving crypto currency and other financial assets, spamming, phishing, online impersonation and other online torts, white collar and IP crimes, formulating strategies, interfacing and following-up with relevant government and other authorities

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Overview

Achuthan Sreekumar started his career in the Firm in 2008 handling matters involving traditional IP such as trademarks, copyrights, patents etc. as well as borderline IP issues such as trade secrets, tortious issues, hyperlinking, spamming, defamation, information technology etc. Over the past few years, he has been focusing on expanding practice areas to a range of subjects including IP and related issues such as defamation, disparagement etc. including issues on the internet, around domain names and risks presented by digital platforms including online financial scams involving crypto currency and other financial assets, spamming, phishing, online impersonation and other online offences and IP crime and represents several business conglomerates and individuals who have faced issues in this regard and have obtained favorable results. He also specializes in formulating strategies, interfacing and following-up with relevant government and other authorities.



Awards & Recognition

- ALB India Rising Star 2022
- Client Choice Awards 2019, Lexology, India Trademarks, 2019

Career Highlights

Achuthan has extensive experience in trademark enforcement matters including the popular Colgate vs John Doe matter which involved checking infringement of mark in transit. Achuthan is also an expert in IP issues around domain names and risks presented by digital platforms including online financial scams, spamming, online impersonation etc. His clients include consumer and retail businesses, luxury brands, multinationals, and renowned authors. He also counsels a leading Indian multinational conglomerate in comprehensive IP protection and management.

He has also written some very well-researched pieces including:

- India chapter on trade secrets, Trade Secrets 2022, Chambers Global Practice Guides 2022 (Trade Secrets)
- Hague Convention Cases – Published in the Patent Lawyer, Annual 2023, available at patentlawyermagazine.com
- Reaching across borders – view on the Hague Evidence Convention Indian Business Law Technology, April 2013, Vol. 6, Issue 9
- Article – Hunting Down India's Nameless Infringers, Managing IP 26.02.2014
- Commercial Disparagement, view of the India Judiciary, Asia IP, May 2017, Vol. 9, Issue 5
- Technology Easing Injunction – www.indianlawyer250.com
- Interpreting Section 124 of the Trade Marks Act, MIP Handbook 17th Edition 2010
- Technology Easing Injunctions – M E D I A L A W I N T E R N A T I O N A L
- Film makers reined in by court injunctions to preserve IP rights (India) – IP Stars Handbook 2014
- Article – Indian Courts Use Even-hand to Resolve Commercial Disparagement in Film – Asia IP, July, 2014, Vol. 6, Issue 6
- How Colgate defended its brand – dt. 27 February 2020 – available at <https://law.asia/how-colgate-defended-brand/> India Business Law Journal
- Defending a powerful brand – A case study of the intellectual property challenges faced by the Tata Group illustrates the complexities of managing and protecting the IP interests of large and diversified corporations – India Business Law Journal – 25 March 2010 available at <https://law.asia/defending-a-powerful-brand/>



RELATED PRACTICES

LITIGATION

EDUCATION

- BA LLB (Hons) 2008 Hidayatullah National Law University

PROFESSIONAL INVOLVEMENT

- Member of Bar Council of Delhi
- Delhi High Court Bar Association
- New Delhi Bar Association

COMMUNITY INVOLVEMENT

Through various cases, Achuthan has obtained orders for community services, granting of damages to charitable organizations, hospitals, welfare associations of court support staff, etc.

CLERKSHIPS

Hon'ble Chief Justice of India, Supreme Court, 2007



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[Life and death matter? The protection of well-known personal names in India](#)

'First Published by Managing IP' By: Achuthan Sreekumar Achuthan Sreekumar of Anand and Anand draws on a recent High Court of Delhi ruling

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[Company Name vs. Trademark: Essential Insights for Establishing Your Business Brand in India](#)

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[Chambers Trademarks & Copyright 2025 | Law & Practice](#)

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