



**SENIOR PARTNER**

## Safir Anand

Senior Partner & Head of Department  
(Trademarks, Contractual & Commercial IP)

Safir Anand is a new-age entrepreneurial lawyer with eclectic engagements and innovative practices, disrupting the archetypical legal services.

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### Overview

Accredited as one of India's Top IP Attorneys, Safir Anand is a Senior Partner & Head of Trademarks, Commercial & Contractual IP at Anand and Anand, with over 25 years of experience in providing inputs on strategy, business models, marketing and commercial insights, blended with an astute understanding of IP law that encompasses IP protection, IP enforcement, IP agreements, licensing, franchising, monetisation and due diligence.

Safir has worked throughout his career to explore facets of monetization, fine-tuned the concept of Returns of Advertising, created industry level specialisations for the firm, worked with clients' R&D Teams for product development and personally created product prototypes and co-set up a COVID Fund for artisans in the country. He has been recognised by many prestigious forums such Financial Times London, Business World India and Forbes amongst many others for being an innovative professional.

He has given a whole new meaning to IP with his innovative take on fashion practice, advertisement



law practice, and monetization and valuation practice.

## Awards

- Recognized as IAM 300 IP Strategist 2022
- Recognized as Leading Lawyers-Trademark Prosecution by leaders League 2022
- Listed as Elite Practitioner by Asia Law 2023
- Winner of Lexology Client Choice Award 2022
- Recognized as Trademarks Law Expert of the Year in India by Leaders in Law Global Awards 2022
- Ranked as Top Individual in Intellectual Property by Chambers Asia-Pacific 2023
- Awarded the Trademark Law Expert 2021 by Leaders in law Global Awards
- Managing IP Trademark Star 2022
- Ranked as Leading Lawyer-Trademark Prosecution by Leaders League 2022
- Ranked as Elite Practitioners by Asia Law
- Recognized as WTR Global Leaders 2022
- Conferred with the title of "Distinguished Legal Minds of India" by Legal Era
- Awarded the extremely prestigious "IAF-Atmanirbhar Bharat Award 2020-21"

## Career Highlights

Safir is a profound IP advisor who has been widely recognized for providing ingenious inputs towards business model building, marketing and commercial insights blended with an astute understanding of the IP law. He has also been proffering advice to leading Indian businesses on scaling up by leveraging the power of IP. His focus to unleash the power of intangibles and nurture the untapped IP potential through specialized IP services earned him accolades and prestigious positions with esteemed national as well as global organizations. He has secured a phenomenal number of credentials from India's leading brands in a wide array of categories for tailor making their IP strategy to business strategy, bringing innovation in their line of business.

### **As a firm, we achieved several landmark cases, including:**

- The first colour mark registration
- The first sound mark registration
- The first shape mark registration
- The first .com trademark registration
- One of the firsts to obtain registration of moving trademarks
- One of the first to file online applications
- Recognition of character merchandising and the ability to enforce fictional or well known characters against unrelated goods and services
- Assignment without goodwill



- The first adjudication of a well known mark by the Trade Marks Office.
- Recognition of character merchandising and the ability to enforce fictional or well known characters against unrelated goods and services
- Inculcating the concept of trans-border reputation in opposition proceedings
- Introduced the concept of mortgage against Intellectual Property
- Introduced the concept of split of trademarks between different owners
- Protection of the first image of a building as a trademark which even got recognition in Financial Times, London, for innovation

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- He achieved an unprecedented feat by succeeding in more than Won 3,000 contentious opposition matters in the last two years to safeguard the interest of brand and outperformed its previous records of successful oppositions.
  - He took the lead in filing writ petitions against The Trade Marks Office in order to question non-speaking orders being passed at the examination stage by certain Examiners in a very ad hoc manner.
  - “IP to IPO – Monetising your Intellect” was a program organized by Safir for BSE Institute Limited, it is a wholly owned subsidiary of BSE Limited

## Community Involvement

Safir engages extensively in extra-curricular as well as community activities to spread the message of IP and for larger public welfare.

### Some of his engagements include:

- Composed an Original Song “Let’s Calm The World” in collaboration with DJ NYK and released worldwide on the World Environment Day 2020
- Conceptualized a film titled **Scary Tales to Fairy Tales** which attempts to bring out strategies relating to brands development, brands risk mitigation etc
- Selected on merits by Thukral & Tagra to participate in the Delhi Art Fair
- Commissioned the First Artwork on IP
- Published the First Book on Brands
- Developed the First Product Prototype for an Auto Company
- Safir created the first concept of Audits of Festivals in India like Jaipur Literature fest. He is one of the pioneers of venturing into audits and diligences of event related fests in the country. This includes strategic advice on scaling
- Initiated the First COVID Fund for Fashion Workers
- Outspreaded the First Legal Awareness for Common Man Fest “My Rights Fest”
- Developed a product and service prototype for JHS Brands



- Curated and Hosted First ever Chat Show based on IP
- Acted on the First dispute on Corporate Governance as a part of IP dispute (resulting in a settlement in favor of the client)
- Victorious contributor to the International Book on Fashion Law & Franchise Law



## INDUSTRY FOCUS

[FASHION LAW](#)

[ADVERTISING AND PRODUCT LIABILITY](#)

[ENFORCEMENT](#)

[CONTRACTUAL AND COMMERCIAL IP](#)

[LICENSING](#)

[FRANCHISING](#)

[BRAND STRATEGY](#)

[CUSTOMS](#)

## RELATED PRACTICES

[TRADEMARK](#)

## PROFESSIONAL INVOLVEMENT

- Asia-Pacific Lawyers Association
- South Asian Association for Regional Cooperation in Law
- International Association for the Protection of Intellectual Property
- International Bar Association
- Licensing Industry Merchandisers' Association's India Advisory Committee
- Luxury Law Alliance
- Association of Media and Entertainment Counsel
- International Franchising Association
- Centre for International Legal Studies.
- IFICCI (Indo French Chamber of Commerce and Industry)
- ICCK (Indian Chamber of Commerce in Korea)
- IGCC (Indo-German Chamber of Commerce)
- FICPI (The International Federation of Intellectual Property Attorneys)
- FICCI (The Federation of Indian Chambers of Commerce and Industry)- IP Strategy and monetization of IP
- NRAI (National Restaurant Association of India)
- ICC (Indian Chamber of Commerce)
- ASSOCHAM (The Associated Chambers of Commerce of India)- Vice Chair of ASSOCHAM's IP Rights Managing Committee. He has presented a paper on copyright and design interface; monetization of IP; and taxation of counterfeiting goods.
- Safir has also joined on invitation an expert group of Confederation of Indian Industry (CII)



with an aim to boost the monetization practice

- European Communities Trademark Association (ECTA)
- Federation of Integrated Conflict Management (FICM)



## News & Insights

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News & Updates • September 13, 2024

### [Asialaw 2024 Rankings](#)

Anand and Anand has been recognised as an 'Outstanding Firm' for Intellectual Property in the asialaw 2024 Rankings. We have also been ranked 'Highly

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News & Updates • August 30, 2024

### [ALB India Super 50 Lawyers 2024](#)

Pravin Anand, Safir Anand, and Vaishali R Mittal have been featured in the 'India Super 50 Lawyers 2024' list by Asian Legal Business for their consistent

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Thought Leadership • August 27, 2024

### [Safir Anand, Ritu Bhargava speak to IBLJ on why India's unicorns choosing foreign shores](#)

Senior Partner Safir Anand and Lead Managing Associate Ritu Bhargava, explain to Aditya Rangroo of India Business Law Journal (IBLJ) why India's best

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News & Updates • August 21, 2024

### [IAM Strategy 300 – World's Leading IP Strategists 2024](#)

Pravin Anand, Safir Anand, Archana Shanker, and Vaishali Mittal continue to retain their positions as the World's Leading IP Strategists in the IAM Strategy

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