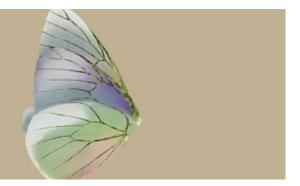


Brand Strategy



Overview

In a digital and service-led economy, businesses are increasingly cognisant of the value of their intangible assets, and are discovering the competitive advantage these can afford in effective valuation, monetisation, protection and growth.

The vast reach and markets enabled by the internet and e-commerce have driven a rethink of traditional understandings of where all lies the value of a business. Internet presence and domain names, brand, identity and goodwill, trade secrets and know-how, and business structures and databases have not traditionally been recognised as valuable and valued assets.

The National IPR Policy, openness to foreign investment and the 'Make in India' paradigm are raising trade and commerce standards in India: a professionally managed business, one with a wholesome understanding of its assets, is invariably more competitive at inviting interest in such a globalised economy.

The firm's approach of risk pre-emption and mitigation places it ideally for developing future strategies and helping businesses scale up. Our practice is lauded for its unique and innovative approach and solutions; the team itself recognised for adding business value. We work closely with clients across industries such as automotive, media & entertainment, FMCG, F&B, fashion and IT.

Particularly in new media and e-commerce our practice has achieved effective action against duplicitous domains and fly-by-night operators. And we are well-placed to advise on practical policies and standards for display, permissions and conditions for advertising and syndication.

We help businesses unlock the untapped potential of their brand and intangible assets.

Brand Strategy 1/3



RELATED INDUSTRIES

IT AND E-COMMERCE LAWS

OUR PRACTICES

COPYRIGHT

DESIGN

LITIGATION

PATENTS

TRADEMARK

Brand Strategy 2/3



Related News & Insights

VIEW ALL

Thought Leadership • February 4, 2025

Real or Fake? Dealing with Deepfakes Dilemma in Digital Society

'First published on Lexology' The India Cyber Threat Report 2025 by the Data Security Council of India identified Deepfake exploitation as one

Thought Leadership • September 25, 2024

<u>India: recent SEP rulings and evolving jurisprudence shaping patent</u> <u>landscape</u>

'First published on IAM' By: Vaishali R Mittal and Siddhant Chamola In summary This article covers the biggest judicial decisions in Indian patent

News & Updates • September 19, 2024

WIPO representatives visit Anand and Anand office

Two key representatives from the World Intellectual Property Organization (WIPO) Madrid Registry visited our office on September 19 to understand the needs

News & Updates • September 13, 2024

<u>Asialaw 2024 Rankings</u>

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

Brand Strategy 3/3