



# Licensing

## Overview

**Licences serve as irreplaceable means of sharing technology, innovation and artistic content. In fact, organisations invest in IP assets that can be readily licensed out and often entire businesses are tailored on the licensing pattern.**

Be it media and entertainment that rely on third-party owned and protected content, the standards-driven telecommunications industry or information technology, licensing is pervasive across virtually all industries, and is ubiquitous even in business-consumer interaction.

With the prevalence of international standards, licensing has transcended the discretionary and entered the realm of 'essential', heralding jurisprudential development in fair, reasonable and non-discriminatory terms in licence agreements. Generally, however, besides certain laws common across agreements such as law of contract, taxation and competition laws, licences must comply with and incorporate intricacies pertinent to the relevant intellectual property regime.

The firm has expertise advising on, drafting and negotiating licensing agreements for all types of intellectual property. Our holistic approach to licensing arrangements and perspectives gained from agreements vigorously tested in litigation ensure not only a meeting of commercial objectives, such as consideration and maintaining control over use of licensed property, but also ensuring that adequate dispute resolution mechanisms are envisaged and agreements are compliant with competition laws.



## Awards & Recognition

We have been ranked highly for our licensing work.

India Business Law Journal recognized us as the Licensing & Franchising Firm of the Year 2023

In 2022, AsiaIP honoured us for our Licensing and Franchising practice



## OUR PRACTICES

[COPYRIGHT](#)

[DESIGN](#)

[LITIGATION](#)

[PATENTS](#)

[TRADEMARK](#)



## Related News & Insights

[VIEW ALL](#)

Thought Leadership • April 25, 2025

### [Trade Secrets 2025](#)

'First Published by Chambers and Partners' By: Pravin Anand, Achuthan Sreekumar and Rohil Bansal  
Law and Practice 1. Legal Framework

---

Thought Leadership • April 12, 2025

### [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

---

Thought Leadership • March 27, 2025

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

'First published on Lexology' By: Safir Anand and Abhishek Paliwal India, one of the world's fastest-growing economies, is on track to become a

---

Thought Leadership • March 19, 2025

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

'First published on Chambers and Partners' By: Safir Anand and Twinky Rampal Law and Practice 1.  
Trade Mark and Copyright Law 1.1 Governing

---