



DENTONS

LINK LEGAL

Practice credentials

Intellectual Property and Technology

Grow | Protect | Operate | Finance

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The Firm

An Overview

A full service corporate and commercial law firm, Dentons Link Legal has flourished for over twenty years, with over 50 partners and 200 lawyers across multiple practice areas, and offices in New Delhi, Mumbai, Hyderabad, Bengaluru, Chennai and GIFT City (Gandhinagar).

Blending a deep commercial insight with our legal proficiency, our practice provides you with responsive advice to help you achieve your business objectives.

With a clientele that includes international and domestic businesses, public sector undertakings, public and private banks and individuals, we work with you across the globe.

Our strength stems from our team of experienced, well-trained and qualified lawyers, who integrate their skills to provide comprehensive legal advice and strategy on complex commercial issues that meet your needs and expectations. Each partner brings their hands-on expertise and a client-first approach from a strategic perspective, by understanding your objectives and identifying potential issues in areas of public policy or litigation. Clients enjoy a high level of professional service with the advantage of discussing matters directly with their assigned partner.

The oldest practice group of its kind amongst our peers, our China Desk consists of experienced lawyers proficient in English and Mandarin. Designated as the official partner for legal services in India by the largest chamber of commerce in China, we have advised over 100 Chinese clients across diverse sectors, and work closely with their government agencies, universities, and think tanks to conduct legal research and promote economic ties between the two countries.

Globally, we have advised clients through our multiple practice areas across diverse sectors, including water and wastewater, airports, metro rail & urban transport, roads, ports, oil, gas, energy, power, aviation, media, broadcasting, advertising, pharmaceutical, information technology, business process outsourcing, consumer goods, real estate, mining, software, entertainment, insurance, and banking, and we also work extensively with international clients on regulatory approvals from the Indian authorities for establishing legal entities or other forms of business presence in India.

Our practice areas

A full service law firm with over 250 lawyers and a pan-India presence, our practice areas span:

- Alternative Dispute Resolution
- Aviation and Aerospace
- Banking and Finance
- Capital Markets
- Construction / Engineering Firms
- Corporate
- Defense and Space
- Employment and Labor
- Foreign Investment Review
- Statutory Risk Management and Global Compliance and Investigations
- Hotels and Leisure
- Intellectual Property and Technology
- Life Sciences and Health Care
- Litigation and Dispute Resolution
- Manufacturing
- Maritime
- Mergers and Acquisitions / Joint Ventures / Private Equity
- Project Contracts and Claims Management
- Projects, Infrastructure and Energy
- Real Estate
- Restructuring, Insolvency and Bankruptcy
- Technology / Media, Entertainment and Sports / Communications

Accolades



Chambers and Partners Global:

Consistently ranked high.

Chambers and Partners Asia-Pacific:

Consistently ranked high.

The Legal 500 Asia-Pacific:

Consistently ranked high.

IFLR1000:

Recommended Firm.

Asialaw:

Consistently ranked high.

Benchmark Litigation Asia-Pacific:

Consistently ranked high.

Asian Legal Business:

Asia's Top 50 Largest Law Firms.

India Business Law Journal Indian Law Firm Awards:

Consistent winner.

Top Ranked Law Firms: India Top Ranked Legal:

Ranked high.

Forbes India Legal Powerlist:

Top Law Firm.

RSG Consulting:

Top 40 Indian Law Firms.

Economic Times Summit:

One of the Best Brands.

IDEX Legal Awards:

Best Law Firm of the Year – Large: Runner-Up.

Our offices

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Our Intellectual Property and Technology Practice

Background and Expertise

Our clients can access their contact at Dentons Link Legal at any time, day or night, for routine IP legal matters or complex issues requiring customized problem-solving. Of course, behind each attorney is a deep bench of resources. We distinguish ourselves from other firms by offering our clients particularly strong resources in many disciplines. We offer the full range of counseling, prosecution, licensing, and litigation expertise in all areas of intellectual property practice including patent, design, trademark, copyright, geographical indications, internet related disputes, e-commerce, and protection of trade secrets. Our Intellectual Property Practice Group is closely integrated with other related firm practice areas – from Business Transactions to Intellectual Property. We engage in all aspects of portfolio management including technology evaluation and assessment, patent procurement and enforcement, licensing, assignments, dual branding issues, due diligence, opinion preparation and strategic counseling.

Our clients include both Indian and global enterprises, from Fortune 500 companies to small start-ups. We understand the businesses and industries of our clients, enabling us to anticipate issues that will affect our clients' intellectual property rights.

Our intellectual property practice strives to ensure that it is representing its clients in the most resourceful, practical, and cost-effective manner. We place utmost emphasis on providing clients with sound advice and producing high-quality work-product. To ensure that our clients receive the best representation, we tailor the right team for each project. In using a team approach, we make optimal use of available resources, through an effective yet cost-conscious approach, to achieve the best solutions for our clients' business needs.

Intellectual Property and Technology: Spectrum of Services

Dentons Link Legal's IP & Technology practice is structured as follows:

- Trademarks & Trademark Litigation.
- Patents & Designs and Related Litigation.
- Copyrights & Copyright Litigation.
- Protection of Plant Varieties and Farmers Rights.
- Transactional Intellectual Property Services.
- Domain Names: Acquisition, Maintenance and Enforcement.

Each area comprises industry-focused teams dedicated to delivering holistic and insightful advice.

Trademarks & Trademark Litigation

Dentons Link Legal takes pride in proficiency with Trademark Maintenance and Trademark Portfolio Management. Trademark registration, once secured, must be maintained and since trademarks are granted for specific periods of time which can be extended, we submit timely renewal requests and fees to ascertain the same for our clients. Dentons Link Legal is best placed to handle every trademark requirement a business may have. We distinguish ourselves from our other firms:

- We are experts on the selection, protection, and enforcement of trademarks in India.
- We have perfected an in-house automated and expedited online trademark prosecution service, from the initial availability search through to application and final registration and offer a pro bono trademark watch service.
- All our clients have direct online access to our proprietary trademark database which enables them to track the status of their applications.
- We are skilled at the maintenance, consolidation, and control of international trademark portfolios.

We regularly represent clients in litigation involving Trademark, Trade Dress, Unfair Competition/False Advertising, and Publicity Rights. We have substantial experience enforcing and defending clients in trademark litigation. We provide our clients with a customized enforcement strategy which always remains dynamic to meet the demands of the changing circumstances.

Copyright & Copyright Litigation

Dentons Link Legal has strong experience in copyright practice also and has been assisting creative minds whether individual or business on copyright related matters. As India is a member of the Universal Copyright Convention as well as the Berne Convention a copyright does not require to be registered in India for us to be able to enforce it for our clients. Software technology in India is covered under the copyright law and is not patentable.

We are a highly experienced firm in litigating copyright disputes. Indian laws provide a wide array of remedies for copyright violation which include interim injunction orders, permanent injunction orders, damages, penal liability, costs of the proceedings, etc. In our experience, fate of a copyright infringement case can be determined at the preliminary injunction phase only and as counsel we provide an effective strategy paper to the client based on the understanding of the calculated choices that right holders and alleged infringers may have at each stage of litigation in order to help the client to take an informed decision as to whether and how to proceed in litigation.

Patents and Designs & Related Litigation

Dentons Link Legal has been comprehensively assisting clients in the domain of Patents and Designs since its inception. Our impeccable deliverables are customized to suit the needs of our clients, while taking care of all requirements throughout the life cycle of the IP. From the pre-filing stages of advising on the potentiality of an invention for protection, preparing and filing for a patent application, we assist our clients in applying

inventions while seeking their commercial benefits. Having curated programs for all patent and design related activities, Dentons Link Legal strives to lessen the burden on the client for all IP-related activities with our “Client First Policy”.

We prepare and file many patent and design applications in India and prosecute the same for grant/registration and thereafter assist clients in maintaining the same through payment of annuities/renewals. Additionally, we also offer patent-specific services including, but not limited to:

- Patent Drafting/Patent Application Preparation.
- Claims Chart Mapping.
- Patent/Design Illustration Preparation.
- Patentability Searches.
- Knock-out or Screening Searches.
- Invalidity/Validity Searches.
- Infringement and Freedom-to-Operate Searches.
- Office Action Response for various jurisdictions.
- Patent Mapping and Technology Landscapes.
- Patent Ranking and Categorization.

Dentons Link Legal also offers a variety of non-technical services required during the life cycle of a Patent/Design like global maintenance fee submissions, Information Disclosure Statement preparation and filing, Proofreading services, Data Validation and Verification, Invoice Verification Services and Office action template preparation, among others.

We have a seasoned patent litigation practice in India and represent many of the world’s leading technology companies in their most important matters. Our core patent litigation team includes experienced Patent Attorneys who are responsible for evaluating the intricacies of the technologies at issue, and trial lawyers who are proficient in substantive and procedural laws and rules of courts.

Protection of Plant Varieties and Farmers Rights

India enacted the Protection of Plant Varieties and Farmer's Right Act (PPV & FR Act) in 2001 and its Rules in 2003. The Protection of Plant Varieties and Farmer's Right Authority was established in 2005. Registration of crop varieties under PPV & FR Act 2001 grants breeder an exclusive commercial right for a limited period of (15-18 years depending on the type of crop species) time and confers legal ownership on the breeder over their developed variety. Like institutional varieties, farmers' varieties can be registered in the name of farmer, a group of farmers or community and the farming community can be benefited from the commercialization of the protected varieties and benefit sharing provision in the Act. We assist our clients in obtaining plant variety registration in India.

Transactional Intellectual Property Services

The Mergers, Acquisitions & Licensing Group concentrates on commercial transactions involving domestic and international patents, trademark, copyright, domain name, technology, and other intellectual property rights. Our significant experience in all areas of intellectual property transactions, including mergers, acquisitions, worldwide assignment, change of name and merger recordal transactions, collateralization, licensing, due diligence, and furnishing legal opinions enables us to understand routine as well as complex issues faced by companies and deliver superior legal services from a global perspective.

Both upon initial retention and periodically thereafter, we perform a detailed review of products, product lines, software, websites, sales literature, labels, and artwork for intellectual property protection. Together with the client, priorities are then established to maximize the client's protection for its intellectual property assets. This process is valuable not only to start-ups and technology companies but also beneficial to established brick and mortar corporations which are not always fully aware of their intellectual property assets.

For many clients, we take on the responsibility for complete management of trademark, copyright and patent portfolios. Our duties are the equivalent of an in-house IP department. We organize existing IP properties, aid in making long-term planning for future acquisition, adjust portfolios for economic reality, and do cost benefit analyses.

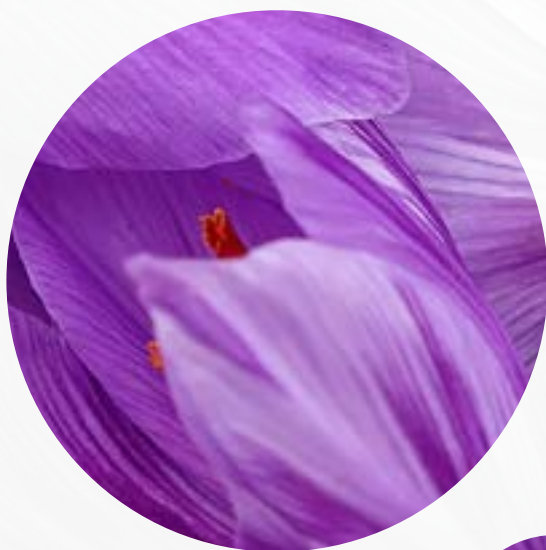
Domain Names: Acquisition, Maintenance and Enforcement

It is of critical importance in protecting our clients' trademark rights as they pertain to the Internet and the rapidly evolving system of domain name governance. For "cybersquatting" threats, Dentons Link Legal strives to alert its clients to the emergence of new generic top-level domains ("gTLD's") and country-code top level domains ("ccTLDs") so that they may be able to secure such rights in the most expedient fashion possible. Our firm is also unique in that we can alert our clients to any new domain names registered by third parties which are the same or similar to our clients' trademark or domain name rights through our Domain Name Watch Services. We also maintain our client's rights on our computer database to make certain that our client's domain name rights are properly and regularly maintained and renewed.

Furthermore, we successfully enforce our client's trademark and domain name rights not only through traditional litigation fora, but also through quasi-governmental arbitration procedures such as the Uniform Dispute Resolution Policy ("UDRP") administered by the Internet Corporation for Assigned Names and Numbers ("ICANN").

Technology, Media, and Telecommunications

Technology, media, and telecommunications are dynamic industries that are constantly converging and transforming each other as well as the world around them. Dentons Link Legal offers strategic advice to its clients that assists them in achieving their goals in this dynamic and mercurial environment. The Technology, Media and Telecommunications team works in tandem with the Litigation team and the Regulations and Compliance team to provide clients holistic and comprehensive advice. Dentons Link Legal has used its nuanced understanding to help clients with the finer intricacies of Technology, Media and Telecommunications laws. Dentons Link Legal boasts a deep bench of practitioners that have specialized in the field of Telecommunication and Media Laws. Our expertise in the field of Technology, Media and Telecommunications include Drafting of agreements; Data privacy and protection; Statutory licensing; Licensing and approvals; Regulatory compliance; Rights management; Defamation; Content regulation; Due diligence; etc.



Your Advantage

Guidance

We combine our proven expertise and knowledge to guide our clients through high stakes commercial matters across the world, and we work hard to find strategic solutions to deliver the best possible outcome.

Experience

We combine our specialized skills, our decades of experience with laws, and our diverse backgrounds to handle complex litigation cases, and we offer our clients bespoke advice with a high degree of efficiency. This gives our clients edge in dealing with complex legal matters and voids the need to hire a multitude of attorneys.

Global Reach

The trusted global partners with whom we work together across borders and jurisdictions, enable us to provide a seamless service to our clients. With an unrivalled depth and breadth of expertise, we provide you unparalleled legal and commercial support globally in more than 200 locations and in India.

Proactive Approach

Our proactive approach with our “can do” attitude boosts our capability to provide quick, personalized services, allows us to offer end-to-end solutions and deliver cost-effective and time-efficient services during a dispute.

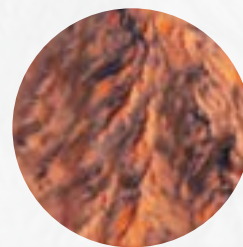
Transparency

We share detailed proposals that clearly display our costs and timings, based on our initial discussions. Once confirmed, we periodically share detailed invoices based on our agreement.

Our clients

Some of the clients we've had the pleasure of representing in our Intellectual Property and Technology practice area are:

- Bharti Airtel;
- Citelum;
- DEN Networks;
- NDTV;
- Pemandu
(a part of the office of the Prime Minister's Office,
Malaysia);
- Vestige Marketing;
- GMR Sports;
- Lateltin AG;
- SpiceJet;
- Suzuki Motorcycle India;
- Professional Golfers Association of India;
- Toshiba;
- Mondaine.



Our practice team

Our lawyers and associates work to provide comprehensive expertise and advice, led by our partners, specialists in the Intellectual Property and Technology practice:



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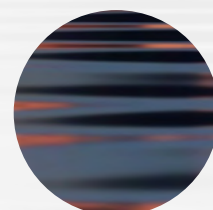


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Across over 80 countries, Dentons helps you grow, protect, operate and finance your organization by providing uniquely global and deeply local legal solutions. Polycentric, purpose-driven and committed to inclusion, diversity, equity and sustainability, we focus on what matters most to you.

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