

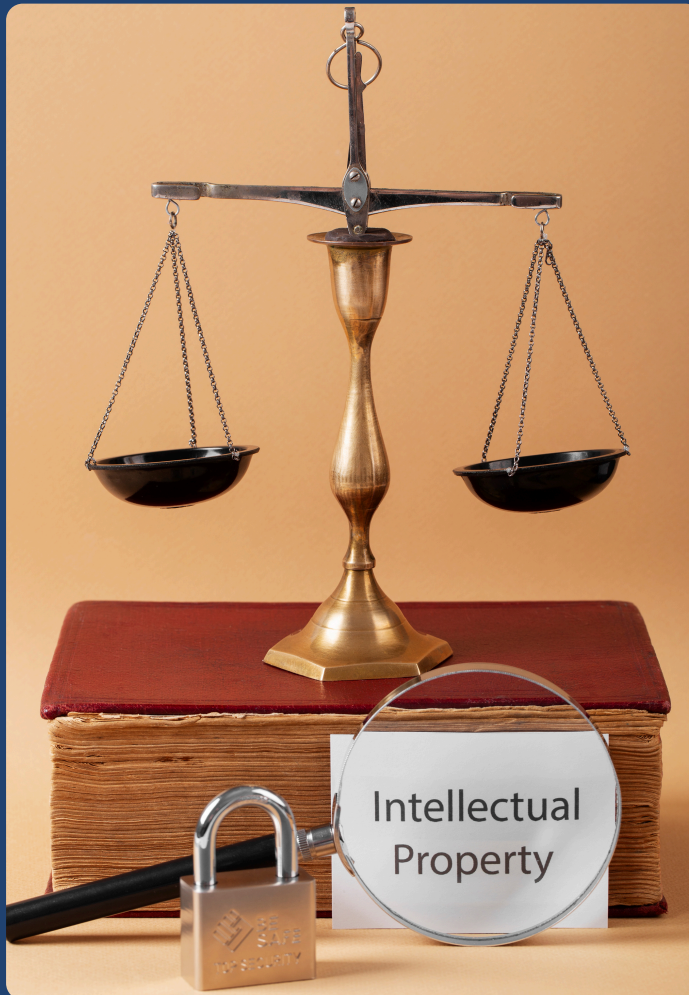


*“The life of the law has not been logic; it has been experience”*

*- Oliver Wendell Holmes Jr*

## About Us

We specialize in Intellectual Property, offering comprehensive services in IP litigation, prosecution, and brand enforcement. Our expertise includes assisting brand owners with the adoption, registration, and protection of Trade Marks, Designs, Copyrights, and Geographical Indications, as well as ensuring effective prosecution against any threats to their Intellectual Property assets.



## Get in touch



+91 98111 80270  
+91 98990 21272



info@litlegal.in  
ajay@litlegal.in  
www.litlegal.in



A-1, Vasant Kunj  
Enclave, New  
Delhi 110070

# WHAT WE DO

## IPR LITIGATION

The Firm provides a range of litigation services to a widely varying set of clients across different industries. The Firm's primary focus is meeting its clients' objectives and expectations from litigation in the most resource efficient and cost effective manner. Unique remedies are explored and case-appropriate strategies applied to achieve the best results for our clients.

## TRADE MARKS PROSECUTION & OPPOSITION

The Firm provides comprehensive services which include Brand Protection and Enforcement. We recognize that the filing and registration process lays down the all-important foundation for effective brand protection. This process itself requires brand owners to take a strategic view to ensure holistic protection in a dynamic market. We have a successful track record of protecting leading global brands in India and outside. We also enforce IP rights by obtaining injunctions and executing local commissions with the assistance of police at defendant's premises by seizing the infringing products, thereby protecting our client's IP rights.

## COPYRIGHT PROSECUTION

The firm caters to all stakeholders of the creative communities including producers and broadcasters, etc. Our services include copyright prosecution, including registration, licensing and assignment and enforcement

## DESIGN PROSECUTION & RECTIFICATION

The Firm provides comprehensive services including Prosecution, Rectification, Enforcement and Advisory services.

# ABOUT THE TEAM

## Mr. SACHIN GUPTA

Sachin heads our Litigation Practise and is a well-known Advocate in the space of Intellectual Property Rights (IPR), graduated in 2004 from Delhi University. Mr. Gupta enjoys an illustrious career in the field of IPR for over of 20 years and has been able to attain new levels of excellence in the field of law. He has led and managed matters independently at all stages before the various courts, namely Supreme Court, Delhi High Court, District Courts and various other Tribunals like Competition Appellate Board, Trade Mark Registry, Intellectual Property Appellate Board and Registrar of Companies in India. In addition to his expertise in the field of IPR, he has also done other civil and criminal matters such as money recovery suits,labour, drug, civil execution matters, 138 NI Act Appeals, Complaint Cases etc



He worked with a premier IP boutique firm for over 10 years before setting up Lit Legal in 2015. Mr. Gupta is also an Advocate on Record with the Supreme Court of India apart from being a member of Bar Council of Delhi, Supreme Court Bar Association, Delhi High Court Bar Association, International Trade Mark Association (INTA) and European Communities Trade Mark Association (ECTA). Owing to his deep understanding and knowledge of law, Mr. Gupta is regularly invited to speak on various socio-legal issues in a number of conferences, panel discussions, TV channels and other forums.

Throughout his luminous career, Mr. Gupta has advised numerous fortune 500 companies on diverse issues pertaining to IPR, which includes adoption and use of their IPR's, its protection and enforcement

## Mr. AJAY KUMAR

Ajay heads our Prosecution practise. He completed his Law degree in the year 2006 and has over 18 years' experience as an Intellectual Property Practitioner. Ajay is a Partner with the firm. He manages IP portfolios for international and domestic clients including contentious and non-contentious IP matters. He has previously worked with well known IP Boutique firms such as M/s. Ranjan Narula and Associates (RNA), M/s. Kochhar & Co. and M/s. Inttl Advocare.

Ajay has a rich experience in servicing Hospitality, Automotive, Alcohol, Tobacco, Fashion, Food and Beverage industries etc. Ajay advises companies in relation to adoption and protection of their brands and also on the growth and sustainability of their trade marks.

Ajay's Practice areas include providing clearance searches, infringement opinions supervising Trade Mark/ Copyright /Geographical Indications / Design filings, prosecution, Oppositions and rectification matters. Ajay also regularly attends to hearings before various forums, including the Trade Marks Registry, Copyright Office, High Court and District Courts.

Ajay regularly conducts IP awareness sessions at school and colleges to spread the importance of Intellectual Property in collaboration with CIPAM and other Government Authorities.



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