



JusIP

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**PATENTS**

**TRADEMARKS**

**COPYRIGHT**

**LITIGATION & ENFORCEMENT**

**IP TRANSACTIONAL, ADVISORY & OPINIONS**

**MEDIA & ENTERTAINMENT**

**CORPORATE LAW**

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## INTRODUCTION

JusIP is a leading law firm that provides a spectrum of legal services to its domestic and international clients, which include multinational public and private companies and other corporate entities. Equipped with a pool of competent legal and technical professionals as well as resources, JusIP is a one stop destination for resolution of all intellectual property and other corporate disputes.

The firm deals in all kinds of Intellectual Property matters, which include Trademarks, Patents, Copyright and Designs, Technical know-how and Trade secrets. With offices and associate Partners in Mumbai and Delhi, our well networked team of IP legal professionals has the resources and expertise you need to help protect and further your business interests. We have the ability to advise our clients on creation, registration and protection of intellectual property rights throughout the world.

## OUR PEOPLE

JusIP has a dedicated team of professionals including lawyers, Intellectual property experts, technical experts and Information technology consultants, with the specific industry expertise, resources and commitment required to meet all client requirements in various domains. Due to such wide scope of operations, we, at JusIP, have attained expertise and are fully competent to handle all intricate cases relating to all disciplines of not just Intellectual Property but also corporate law.



## OUR APPROACH

Our law firm has been built upon the core principle of client services. To realize this, we foster a culture of true professionalism where our people are driven to perform and operate through calibrated decisions. We have expansive expertise of the industries and sectors to overcome operational challenges. We strategize intelligently and innovatively for positive conclusions.

## PRACTICE AREAS

Dealing in all kinds of Intellectual Property matters and corporate law, with offices and associate Partners in Mumbai and Delhi, our well networked team of legal professionals has the resources and expertise you need to help protect and further your business interests.

## OUR TEAM

Dedicated team of legal professionals and technical experts with industry expertise and resources come together to meet all client requirements.

### EXPERIENCE

The professionals at JusIP come from diverse backgrounds from various reputed law colleges across India, adding a new dimension to the depth of expertise available.

### INTELLECTUAL SPECTRUM

Due to the diverse backgrounds and qualifications of the professionals, the intellectual domain of JusIP is vast.

### EFFICIENCY

Highly trained and proficient members aid in the smooth functioning of the team.



## PRACTICE AREAS

### PATENTS

Patent is a statutory Intellectual Property Right which grants exclusive rights to the owner of an invention for a period of 20 years. An invention should be a new product or process involving an inventive step and capable of industrial application so as to qualify as a patent. We provide:

- Drafting Complete/Provisional Specifications to meet client-defined standards for filing in USPTO, EPO, JPO, PCT, India and other countries
- Conducting Disclosure Meetings (DM) with the Inventors to maximise the impact of patent application
- Filing and validation for patents across a range of technology sectors including chemistry, biotechnology, pharmaceuticals, electrical, electronics and software
- Search and watch activities alongwith due diligence investigations
- Technical Analysis of Examination Report
- Technical Analysis of Cited Prior Arts
- Advisory and consultancy services vis-à-vis filing and prosecution
- Opposition and revocation matters before the Patent Office and the Intellectual Property Appellate Board (IPAB)
- Assignment and licensing of patent rights and effecting records of such transfers



## TRADEMARKS

India is one of the leading and fastest growing economies in the world. With the advent of globalization and liberalization, overseas business and domestic industries alike, consider India to be a credible, profitable and a highly competitive market. It is imperative for the businesses to distinguish their goods and services from that of others and build reputation in the market for its sustenance and growth. Hence, the businesses depend upon their intellectual property rights, primarily, trade marks.

Our team at JusIP is capable and efficient to handle all of the above issues relating to trade marks, whereby we provide the following :-

- Trade Mark Audits and due diligence
- Drafting and filing trade mark applications
- Conducting searches in official databases followed by Pre-filing and Pre-adoption opinions, so as to avoid any conflicts.
- Prosecution of trade mark applications, including written replies to examination reports, drafting user affidavits, attending hearings.
- Regular watch on upcoming renewals of registered trade marks and filing requests
- for renewal before expiry of deadline.
- Providing regular status updates for trade mark portfolios.
- Oppositions and Rectifications including detailed evidences and hearings.
- Drafting, advisory and consultancy services in relation to assignments and transfers along with effectuating necessary records with the Trade Marks Registry.

## COPYRIGHT

Information Technology, Motion Pictures, Broadcasting, Entertainment and Publishing industry contributes a considerable sum to the Indian economy and hence, the Indian legal system aims to provide a strong legal support to their intellectual property rights, primarily, Copyright. We assist our clients in all aspects related to copyright by:

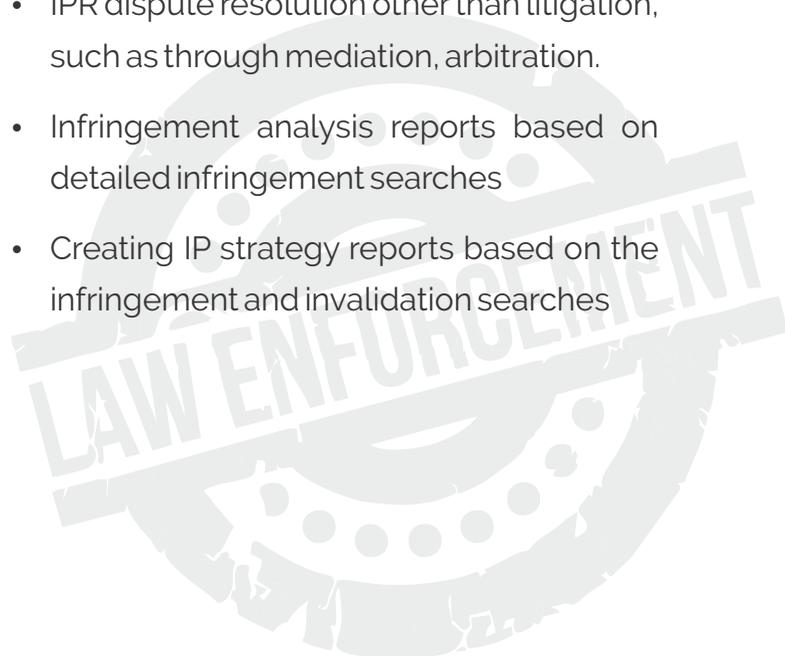
- Filing of copyrights
- Overall advisory on all kinds of marketable copyrights;
- IP due diligence;
- Sending cease & desist/legal notices;
- Court proceedings for infringement.



## LITIGATION & ENFORCEMENT

Today, the threat of intellectual property infringement increases with each passing day as infringers find it easier and faster to take advantage of the IP owner's hard work in creating the intellectual property sought to be protected. It is well-known fact that intellectual property litigation is one of the most expensive types of litigation to defend. You can rely on our technical expertise and practical know-how when prosecuting and defending Intellectual property infringement cases, passing-off/unfair competition and managing anti-piracy campaigns and raids against traders selling counterfeit goods in association with relevant government agencies.

- Drafting and forwarding cease and desist notices against third-party infringement.
- Replying to and defending against cease and desist notices alleging infringement.
- Oppositions, Rectifications and Cancellations including detailed evidences and attending hearings.
- Regular status update on a consolidated opposition portfolio for all pending opposition matters.
- IPR litigation all across India, including at the Intellectual Property Appellate Board, District Courts, High Court and Supreme Court.
- IPR dispute resolution other than litigation, such as through mediation, arbitration.
- Infringement analysis reports based on detailed infringement searches
- Creating IP strategy reports based on the infringement and invalidation searches



## IP TRANSACTIONAL, ADVISORY & OPINIONS

We render legal advice on diverse nature of agreements dealing with use, supply, licensing and maintenance of computer services and/or facilities, software licensing, technology transfers, franchise agreements, technical services and other related services.

- IPR audits for each organisation / incorporation to ascertain IPR valuation and credits.
- Drafting readily understandable, meaningful IP Portfolio Reports
- Legal assistance qua drafting and vetting of all IPR related transfer transactions and agreements such as transfer, assignment, licensing and sub-licensing.
- Expansive advisory and consultancy including drafting IP assignment, licensing and distribution, publishing, anti-piracy practice, IP infringements, non-disclosure agreements, etc.
- Advisory on structuring data protection policy
- Organising and conducting elaborate workshops and academic sessions on contemporary IPR issues and areas of concerns specific to the organisations
- Advising and drafting effective IPR Prosecution and Litigation policy and schemes specific to the organisation



## MEDIA & ENTERTAINMENT

Media & Entertainment law encompasses various fields including Intellectual Property Law, Corporate Law, Information Technology, Broadcasting and Telecommunications. Today, the entertainment industry disseminates content on a wide variety of platforms, which include television, radio, social media, online streaming amongst others, leading to a tremendous transformation in the media & entertainment industry. We, at JusIP, offer end to end legal services ranging from Copyright protection, legal advisory, agreement drafting, negotiation, anti-piracy enforcements, which are also elaborated herein below:

### Expansive advisory consultancy & negotiation including drafting & vetting:

- Celebrity / Artist & Label / Producer agreements
- Sponsor / Endorsement Agreements
- Talent Acquisition Agreements
- Co-production agreements
- Broadcasting contract
- Film rights agreement;
- Digital Marketing Agreement
- Publishing & Distribution agreement
- Music licensing and distribution
- Non-Disclosure Agreements

### Anti Piracy enforcement services:

The media and entertainment industry suffer huge losses from substantial amount of online and on ground piracy. Understanding these concerns we render enforcement services by:

- Anti-Piracy Due Diligence
- Advisory on Digital Rights Management
- Legal notice to Internet Service Providers to block infringing content
- Court proceedings including securing John Doe/Ashok Kumar orders
- Checks and raids of illegal distributors
- Coordination with local police/law enforcement/customs for enforcement



## **CORPORATE LAW**

As the Indian economy continues to prosper with constant increase in commercial transactions across the world, it also gives rise to a plethora of commercial disputes. JusIP is experienced in representing corporations, private firms, boards of directors, and other corporate representatives before various judicial forums by adopting the approach of minimum risk litigation.

Our robust team at JusIP are also competent in handling all types of commercial agreements such as franchise, agency, distribution, leasing, licensing, technology transfer, manufacturing and joint ventures. From drafting and negotiating relevant transaction documents, we also appear before Courts, Tribunals and other adjudicatory authorities, including the National Company Law Tribunal (NCLT) and the National Company Law Appellate Tribunal (NCLAT).

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## **ALTERNATE DISPUTE RESOLUTION**

JusIP has immense experience in international as well as domestic arbitration having represented clients in diverse areas of corporate disputes and contracts in the field of multi-disciplinary dispute resolution. With our highly experienced team, JusIP is able to provide highest-quality legal representation for complex international and domestic commercial arbitrations & mediations covering all jurisdictions, institutions and sectors.

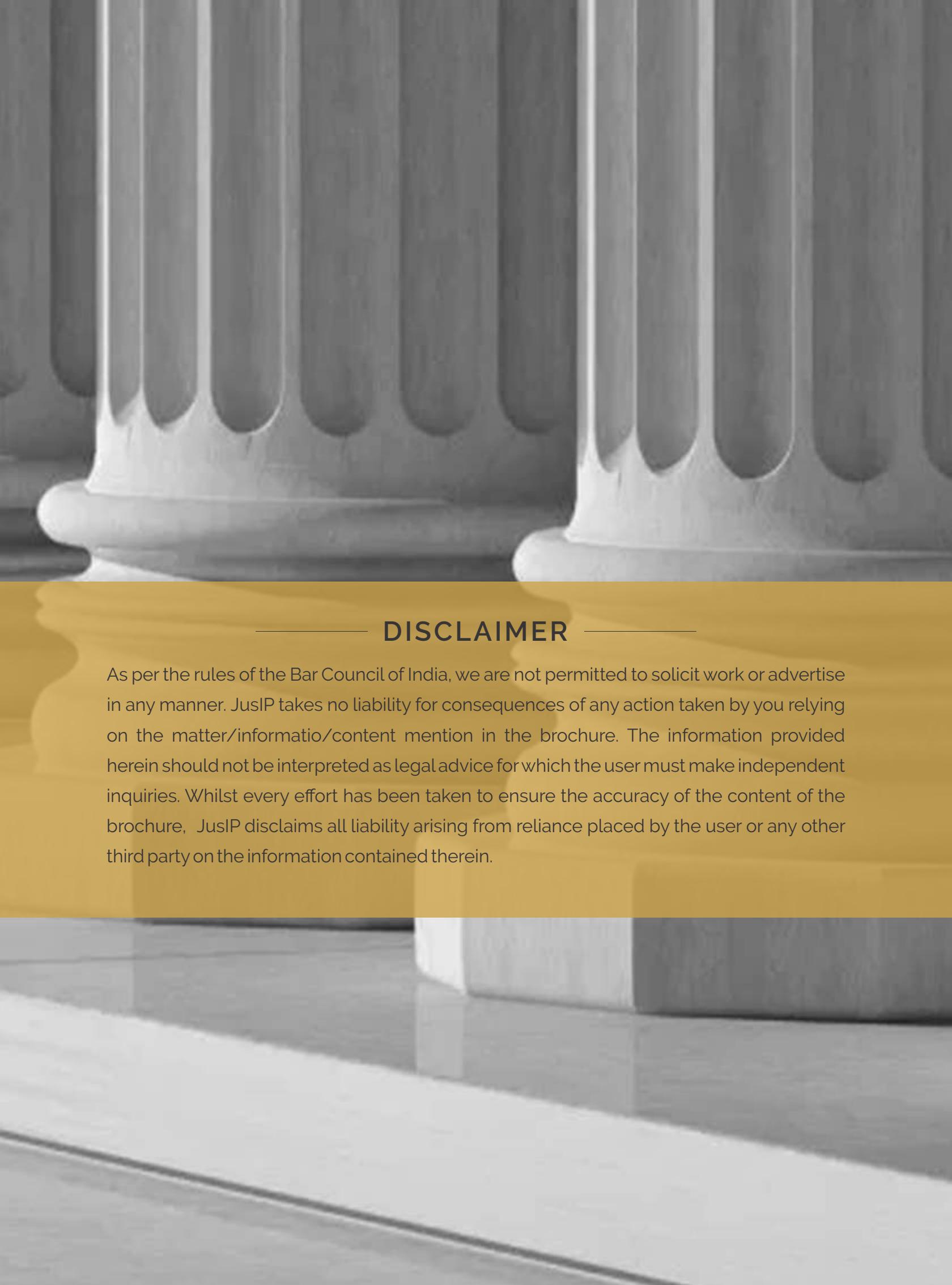
We have significant experience in national and international institutional arbitrations under numerous rules such as UNCITRAL, ICC, LCIA, SIAC and other specialist institutions.



## ANTI-DUMPING LAWS

Our Anti-Dumping team specialises in handling litigation in trade remedy laws including subsidy, anti-dumping and safeguards, having successfully represented clients against various anti-dumping and countervailing duties before Directorate General of Antidumping and Allied Duties (DGAD), India. We also offer legal advisory services including assistance in investigation of relevant import data and materials in Indian and international market as well as helping to gather and choose evidence with respect to the problems faced by various industries in this regard. We also offer advisory on the impact of regulations mandated by various Governments as our chief goal is to assist our clients in overcoming all commercial obstacles related to market access and import and export-related difficulties that result from government intervention and market regulations worldwide.



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## DISCLAIMER

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