

# TRADE MARKS

## Overview

At Kochhar & Co., our Trade Mark Practice is dedicated to protecting and enhancing the value of brands, both in India and across the globe. We offer end-to-end trade mark services for clients ranging from individual entrepreneurs and startups to established multinational corporations. Our team is recognized for its expertise in every facet of trade mark law, including clearance searches, registration, prosecution, oppositions, enforcement, litigation and portfolio management.

At the outset, we conduct comprehensive trade mark searches and provide strategic advice on registrability and brand protection. The firm manages filings in India and internationally, handles prosecution, and responds efficiently to office actions and oppositions. The Firm is also known for its robust enforcement capabilities, tackling infringement, anti-counterfeiting, and passing off actions through both civil and criminal remedies.

Beyond registration, we support clients with trade mark licensing, assignments, due diligence for mergers and acquisitions, and ongoing brand management. The Firm provides its services to clients across a wide range of sectors, including pharmaceuticals, IT, consumer goods, automotive, electronics, media, and more. The Firm provides business-focused solutions with technical and legal depth, and handles complex, high-stakes trade mark matters.

The Firm uses a state-of-the-art docketing system to meticulously track deadlines to manage clients' IP portfolios efficiently. Our advanced system utilizing a combination of automated tracking and manual supervision ensures that all critical dates are monitored and that the client's intellectual property assets remain secure and up to date.

For international clients, Kochhar & Co. provides expert support in cross-border trade mark protection, including filing and prosecuting applications under the Madrid Protocol. We regularly assist foreign clients in securing and enforcing their rights in India, working closely with leading law firms worldwide to ensure seamless coordination and local compliance. This collaborative approach allows us to deliver tailored solutions that effectively protect our clients' interests across jurisdictions.

## Focus Areas

Trade mark Clearance & Searches

Trade mark Filing and Prosecution (India & International)

Opposition & Rectification Proceedings

Trade mark Enforcement & Litigation

Anti-Counterfeiting Actions

## Portfolio Management & Renewals

### Trade mark Licensing & Assignments

### Brand Protection

### Domain Name Disputes

### IP Due Diligence for M&A

## Key Practice Differentiators

- Comprehensive end-to-end trade mark services, from clearance to enforcement
- Expertise across diverse sectors, including pharmaceuticals, IT, consumer goods, automotive, and media
- Tailored, business-focused trade mark strategies aligned with the client's commercial goals
- Global reach with experience in both Indian and international filings
- Transparent, proactive communication and guidance throughout the trade mark lifecycle
- Strong technical and legal expertise for handling complex trade mark matters
- Proven success in trade mark litigation, opposition, and anti-counterfeiting actions
- Strategic, proactive management of large and diverse trade mark portfolios

## Awards & Recognitions

- Legal 500 & Chambers & Partners Asia-Pacific  
**Ranked for patent prosecution, portfolio management, and IP strategy.** Years awarded: Multiple years, including 2025, 2024, 2023, 2022
- Benchmark Litigation  
**Ranked for Intellectual Property, including patent litigation and enforcement.** Years awarded: 2024, 2023, 2022, 2021
- India Legal Awards  
**Best Intellectual Property (IP) Firm of the Year**
- Client & Industry Recognition  
**Commended for strategic advice, responsiveness, and handling complex patent portfolios and disputes**

## What Our Clients Say

Kochhar & Co. houses a team of talented intellectual property lawyers with a particular focus on trade mark and patent prosecution and portfolio management, as well as being adept in IP litigation. The team often advises on patent drafting and the IP aspects of

transactions across a range of sectors.

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