

SAFIR ANAND

“Accredited as one of India’s Top IP Attorney, Safir Anand is a Senior Partner & Head of Trademarks, Commercial & Contractual IP at Anand and Anand, with over 27 years of experience in providing inputs on strategy, business models, marketing and commercial insights, blended with an astute understanding of IP law that encompasses IP protection, IP enforcement, IP agreements, licensing, franchising, monetisation and due diligence. Safir has worked throughout his career to explore facets of monetization, fine-tuned the concept of Returns of Advertising, created industry level specialisations for the firm, worked with clients’ R&D Teams for product development and personally created product prototypes and very recently co-set up a COVID Fund for artisans in the country. As a member of the International Trademark Association special task force, Safir often contributes to benchmark standards for brand valuation globally.

He has been recognized as the **most Innovative Practitioner across Asia-Pacific by Financial Times Innovative Lawyers Asia-Pacific 2020**. This was followed by the honour for the **Most Innovative Lawyer of the Year at the Businessworld Global Legal Summit**. He received the **IAF-Atmanirbhar Bharat Award 2020-21** and was also recognized as one of the **Top Individual Lawyers in Forbes India's Legal Power list 2020.**”