

Ms. Sheja Ehtesham is an Intellectual Property lawyer whose practice focuses on trademarks, service marks, trade dress, trade names, domain names, industrial designs, copyrights and confidential information. Consistently listed amongst the world's leading trademark lawyers, she is the Managing Partner of ALG India Law Offices LLP, a law firm having offices in New Delhi and Hyderabad.

Ms. Ehtesham has expertise international IP portfolio management, including helping clients devise global filing strategies that align with their business requirements. Enforcing and defending intellectual property in oppositions, cancellations and appeals before the Trademark Office, the Designs Office, the Copyright Office, NIXI (National Internet Exchange of India), and various courts are other areas of expertise. She has successfully represented several domestic and international clients in domain name administrative proceedings under the INDRP and UDRP.

She advises clients in strategizing negotiations carried out with adversaries and on structuring successful and profitable settlements. She assists clients in devising effective enforcement strategies, which include investigations, Legal Notices, conducting raids with local officials, and registering IP rights with custom authorities. She has been involved in enforcement actions and litigation involving infringement and passing off, piracy, unauthorised use, falsification of trademarks, misappropriation of confidential information, breach of confidentiality, misrepresentation, unfair trade and anti-competitive practices, etc.

She has served as Co-Chair of the International Trademark Association's Presidential Task Force on IP in Outer Space, which prepared the seminal report launched in 2023 on IP in Space. The Task Force reviewed the extent of the current legal protection available for Intellectual Property related to commercial space ventures, and presented a road map for the creation of a workable Intellectual Property legal framework in space for the future.

She has previously served as the co-chair of the Asia Pacific Region of the INTA Bulletin, and an editor of The Trademark Reporter, the world's only peer-reviewed, scholarly journal dedicated to trademark law and related topics internationally. She has been invited as a speaker and India expert at various national and international fora, and her articles frequently feature in the INTA Bulletin, and as part of International practice-oriented white papers and reports.