



INDIA



Following amendments to the Trademark Rules, which came into force in 2017, the Indian Trademark Registry has made substantial progress in clearing its application backlog. Equally positive, India has risen five places to 52nd in the WIPO Global Innovation Index and local IP practitioners report that punitive damages are being awarded more frequently in trademark infringement cases, particularly against habitual offenders. The country is also moving towards greater alignment with the global trademark system, with plans in place to accede to the Nice, Vienna and Locarno Agreements. However, much remains to be done. The Indian market is losing nearly \$14 billion a year to counterfeits, especially in the pharmaceutical industry, according to the Authentication Solutions Providers' Association, while a recent study found that IP awareness among academics is still surprisingly low.

Firms: prosecution and strategy

Groverlaw

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Joining the *WTR 1000* this year is IP boutique Groverlaw. Established in 2013, the firm draws on its deep knowledge of the trademark field to take a "modern approach" and produce great work for a mix of local and foreign businesses. Admitted in England and Wales, founder **Vikram Grover** is a dual-qualified lawyer. "The best Indian attorney I have worked with for many years," he is a favourite among foreign associates, not least because of his "commercial outlook and practical advice". "We give him our most demanding cases because you just have a feeling that he knows what he is doing and everything will be fine." Thorough, proactive, approachable and friendly, "Vikram provides clearly thought-out advice". "He is our favourite counsel in India byfar!"

Individuals: enforcement and litigation

Vikram Grover - Groverlaw

Individuals: prosecution and strategy

Vikram Grover - Groverlaw