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M. D. & ASSOCIATES

ADVOCATES & ATTORNEYS

FIRM PROFILE



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ABOUT US

Established in 2013 in New Delhi, M.D. & Associates is a boutique law firm dedicated exclusively to the practice of Intellectual Property Rights (IPR). Since its inception, the firm has been committed to providing strategic, high-quality legal services aimed at protecting, managing, and enforcing the intellectual assets of businesses and innovators. With a focused practice in intellectual property law, the firm combines legal precision with a commercially informed approach, enabling clients to effectively secure and leverage their intellectual property in an increasingly competitive and innovation-driven marketplace.

The firm provides comprehensive legal support across the entire spectrum of intellectual property law, including trademarks, copyrights, patents, and industrial designs. Our services cover every stage of the intellectual property lifecycle, beginning with brand name clearance, strategic advisory, and portfolio planning, and extending to filing, registration, prosecution, enforcement, and litigation. By adopting a proactive and strategic approach to IP protection, the firm assists clients not only in securing statutory rights but also in developing long-term legal strategies that align with their business objectives, branding initiatives, and market expansion plans.

Over the years, M.D. & Associates has built significant experience in advising a diverse range of clients, including emerging startups, MSMEs, established Indian enterprises, and multinational corporations operating across multiple sectors such as pharmaceuticals, agriculture, cosmetics, food and beverages, fashion, technology, manufacturing, and consumer goods. The firm regularly assists businesses in navigating complex intellectual property frameworks, ensuring that their innovations, creative works, and brand identities remain adequately protected against infringement, misuse, and unfair competition.

In addition to domestic intellectual property protection, the firm actively advises clients on international IP filings and global portfolio management, assisting businesses in securing and maintaining intellectual property rights across multiple jurisdictions. Through coordinated strategies involving international filing systems and collaborations with foreign associates, the firm enables clients to expand their operations globally while maintaining consistent and enforceable intellectual property protection in key markets.

Recognizing the growing demand for accessible and regionally responsive legal services, M.D. & Associates expanded its presence in 2025 by establishing a branch office in Mohali. This strategic expansion strengthened the firm's footprint across Northern India, enabling it to serve clients in the region more efficiently while maintaining the same level of professionalism, expertise, and strategic advisory that defines the firm's practice.

By combining advisory, prosecution, enforcement, and litigation capabilities, M.D. & Associates positions itself as a trusted legal partner for businesses seeking to protect and strengthen their intellectual property assets. The firm works closely with its clients to ensure that their innovations, creative works, and brand identities are not only legally protected but also strategically positioned to support sustained commercial growth and long-term market leadership.

"Creating intellectual property with purpose, assets that are legally sound, commercially strategic, and globally relevant."

ABOUT THE FOUNDER



Saakshi Bhasin is the Founder and Managing Attorney of M.D. & Associates and has played an instrumental role in building the practice into a trusted intellectual property law firm. She leads with a hands-on approach and is personally involved in legal strategy, client advisory, and the oversight of all significant matters.

Her core strength lies in a balanced command over intellectual property prosecution and litigation. She advises clients on the creation, protection, and management of IP portfolios and represents them in infringement and passing off actions, opposition and rectification proceedings, and design and patent enforcement matters before judicial and statutory forums. She regularly appears in interim and injunction proceedings before

Commercial Courts and High Courts, where timely and strategic intervention is critical.

She has successfully handled over 8,000 trademark, copyright, patent, and industrial design matters in India and overseas.

She places strong emphasis on long-term client relationships and close working engagement. Her practice is defined by accessibility, responsiveness, and the delivery of practical, commercially sound legal solutions.

Ms. Bhasin obtained her Bachelor's degree in Law from Symbiosis Law School, Pune in 2010. She is a member of the Bar Council of Delhi and the Delhi High Court Bar Association and regularly appears before judicial and quasi-judicial forums across India.

“We aspire to build enduring fiduciary relationships with our clients, founded on trust, consistency, and results”

PRACTICE AREAS

At M.D. & Associates, we provide a comprehensive range of intellectual property services designed to help businesses create, protect, manage, and enforce their intellectual assets. Our approach combines legal expertise with commercial understanding, enabling clients to safeguard their innovations, brand identity, and creative works in an increasingly competitive marketplace. From strategic advisory and registration to enforcement and dispute resolution, the firm assists clients at every stage of the intellectual property lifecycle.

TRADEMARK SERVICES

Trademarks are essential for establishing and protecting a brand's identity in the marketplace. Our trademark practice focuses on helping clients secure, manage, and enforce their brand rights both in India and internationally.


The firm assists clients with trademark searches and legal availability assessments to evaluate the registrability of proposed brand names and marks before filing. Based on these assessments, we also provide strategic name and brand recommendations, particularly for industries where regulatory and market considerations are critical, such as pharmaceuticals, cosmetics, and food and beverage businesses.

Our services include filing and prosecuting trademark applications in India and internationally, responding to examination reports issued by the Trademark Registry, and representing clients in hearings before the authorities. In addition, the firm regularly handles oppositions, rectification proceedings, renewals, and trademark portfolio management, ensuring that clients maintain strong and enforceable brand protection.

PATENT SERVICES

Patents play a crucial role in protecting technological innovations and enabling businesses to benefit from their research and development efforts. Our patent practice assists innovators, businesses, and technology-driven companies in securing and commercializing their inventions.

“Physical property protects what we already have. Intellectual property protects what we are capable of building next.”



We begin by conducting novelty and prior art searches to evaluate whether an invention satisfies the requirements of patentability. Based on these findings, our team assists in drafting patent specifications, including both provisional and complete specifications that clearly define the scope of protection sought.

The firm also handles filing and prosecution of patent applications before the Indian Patent Office, responding to examination reports, and representing clients in proceedings during the patent examination process. In addition, we assist with pre-grant and post-grant opposition proceedings, as well as advisory services relating to patent licensing, technology transfer, and commercialization of patented innovations.


COPYRIGHT SERVICES

Copyright law protects original creative works and ensures that creators retain control over the use and distribution of their creations. Our copyright practice supports authors, artists, developers, and businesses in protecting a wide range of creative and digital content.

Beyond registration, the firm also advises on copyright licensing arrangements, enabling clients to commercially exploit their works while retaining ownership rights.

In cases where issues arise during the registration process, we assist in drafting responses to examination reports issued by the Copyright Office and represent clients in hearings before the relevant authorities. Our services also extend to the enforcement of copyright rights against unauthorized reproduction, distribution, or adaptation of protected works.

INDUSTRIAL DESIGN SERVICES



Industrial design protection safeguards the visual appearance and aesthetic aspects of products, which often play a significant role in consumer recognition and market appeal. Our design practice assists businesses in protecting the unique look and feel of their products and packaging.

The firm handles the filing and registration of industrial design applications, ensuring that the distinctive visual features of products are legally protected. We also assist clients in responding to office actions issued by the Design Office, representing them in hearings where required, and managing design renewals to maintain continued protection over time.

Through these services, we help businesses secure exclusive rights over the aesthetic elements of their products, thereby strengthening their brand identity and competitive advantage in the marketplace.

IP LITIGATION & ENFORCEMENT

Protecting intellectual property extends beyond registration. Effective enforcement is essential to ensure that rights holders can prevent misuse and maintain the value of their intellectual assets. Our litigation and enforcement practice focuses on defending and enforcing clients' intellectual property rights before courts and statutory authorities.

The firm represents clients in trademark infringement and passing off actions before District Courts, High Courts, and the Supreme Court of India. We also handle copyright infringement matters, taking legal action against unauthorized reproductions, adaptations, or derivative works that violate our clients' rights.

In addition, we advise and represent clients in patent and industrial design infringement disputes, including enforcement proceedings before Commercial Courts and other competent authorities. Our practice also includes handling opposition and rectification proceedings, which are often essential for protecting or challenging intellectual property registrations.

As part of our enforcement strategy, we regularly assist clients with cease-and-desist actions, including drafting and issuing legal notices to infringing parties. The firm also supports anti-counterfeiting initiatives, coordinating enforcement measures such as market actions, raids, and customs interventions to prevent the circulation of counterfeit goods.

Through a combination of strategic legal action and practical enforcement measures, M.D. & Associates works to ensure that clients' intellectual property rights are effectively protected and commercially valuable.

We handle litigation at all levels from the Registry to the Supreme Court ensuring that your IP is not only registered but also defended with precision and passion.

IP INVESTIGATIONS & INTELLIGENCE

- **Trademark Brand Investigation**

As part of our IP investigation services, we conduct detailed trademark and brand investigations to identify instances where a trademark or brand name is being used without authorization or in a manner that is identical or deceptively similar to the rights holder's mark. These investigations help determine the nature, scale, and source of the unauthorized use, thereby enabling our clients to take informed legal and enforcement actions for the protection of their brand identity.

- **Market Surveillance & Evidence Collection**

We undertake systematic market surveillance across physical trade channels, including retail outlets, wholesalers, distributors, and other commercial markets, to detect the presence and circulation of infringing or counterfeit goods. As part of this process, we collect relevant evidentiary material such as product samples, photographs of goods and packaging, invoices, purchase records, and other supporting documentation. The evidence gathered through such surveillance serves as a critical foundation for enforcement strategies and may be relied upon in legal notices, enforcement actions, or court proceedings.

- **Counterfeiting & Piracy Investigations**

Our counterfeiting and piracy investigations focus on identifying individuals, entities, or organized networks involved in the manufacture, distribution, or sale of counterfeit or pirated products. These investigations aim to trace the origin of infringing goods and examine the supply chains through which such products enter the market. By identifying the sources and distribution channels of counterfeit goods, we assist rights holders in taking targeted enforcement measures and initiating legal proceedings against those responsible for the unauthorized production and circulation of such products.

- **Online Infringement Monitoring**

We provide online infringement monitoring services to identify and track the unauthorized use of trademarks, copyrighted works, and other intellectual property across digital platforms. This includes monitoring e-commerce marketplaces, websites, domain names, and social media platforms where infringing listings or misuse of intellectual property may occur. Through continuous monitoring and timely identification of such activities, we assist clients in initiating appropriate enforcement measures, including takedown requests, platform complaints, and other legal actions aimed at preventing further misuse of their intellectual property.

- **Pre-Litigation Investigation & Reporting**

We also conduct pre-litigation investigations to gather factual information and supporting evidence before initiating formal legal proceedings. These investigations involve detailed fact-finding exercises aimed at assessing the strength of a potential claim and documenting the nature of the infringement. The findings are compiled into comprehensive investigation reports, which provide a clear evidentiary basis for enforcement decisions and assist clients in determining the appropriate course of action, including the issuance of legal notices, initiation of enforcement measures, or commencement of litigation.

INTERNATIONAL IP FILINGS & MANAGEMENT

We assist clients in securing and managing their intellectual property rights across multiple jurisdictions through international IP filings and portfolio management services. Our practice includes advising clients on the most appropriate filing strategies for protecting trademarks, patents, copyrights, and industrial designs in foreign jurisdictions, while ensuring compliance with the relevant international treaties and national legal frameworks. We regularly facilitate international trademark filings through systems such as the Madrid Protocol and patent filings under international frameworks such as the Patent Cooperation Treaty (PCT), enabling clients to extend protection for their intellectual property in key global markets.

In addition to filing services, we provide ongoing global IP portfolio management and strategic advisory, assisting businesses in maintaining, monitoring, and strengthening their intellectual property assets across different countries. This includes coordinating with trusted foreign associates, managing renewals and prosecution requirements, advising on cross-border licensing and commercialization, and addressing potential conflicts or oppositions in foreign jurisdictions. Through a coordinated international approach, we help clients build and maintain a strong and enforceable intellectual property presence in the global marketplace.

CORPORATE ADVISORY & DUE DILIGENCE

We provide corporate advisory and intellectual property due diligence services to assist businesses in identifying, evaluating, and managing the intellectual property assets that form a critical part of their commercial operations. Our advisory services support clients in structuring their intellectual property portfolios in alignment with their business strategies, including guidance on ownership structures,

licensing arrangements, assignments, and commercialization of intellectual assets. Through strategic legal advice, we help businesses ensure that their intellectual property rights are properly protected and effectively integrated into their broader corporate and operational framework.

In addition, we conduct comprehensive intellectual property due diligence exercises, particularly in the context of mergers and acquisitions, investments, joint ventures, and corporate restructuring. This process involves reviewing existing intellectual property registrations, applications, licensing arrangements, and potential infringement risks to assess the strength, validity, and ownership of IP assets. Our due diligence reports provide clients with a clear understanding of the legal status and commercial value of the intellectual property involved, enabling them to make informed business and investment decisions while minimizing potential legal risks.

INDIAN & OVERSEAS CLIENTELE ACROSS DIVERSE INDUSTRIES

We are proud to offer specialized IP services to clients in the following sectors:

- **Pharmaceuticals** – regulatory-compliant trademark filings, drug name clearance, patent advisory
- **Fashion & Apparel** – brand portfolio creation, design protection, IP enforcement
- **Agriculture & Fertilizers** – trademark searches, brand name recommendations, brand name registrations
- **Technology & SaaS** – software copyright, patent drafting, licensing agreements
- **Cosmetics & Personal Care** – brand protection, packaging design registration, copyright for labels
- **Consumer Electronics & Appliances** – utility patent filings, industrial design protection
- **Food & Beverages** – trademark registration for consumables, copyright for menus and packaging, protection of secret formulas
- **Overseas Clients & International Businesses** – international trademark and patent filings, cross-border brand clearance searches, global IP portfolio management, coordination with foreign associates, international licensing, and cross-jurisdictional IP enforcement.
- **Automotive Design & Manufacturing** – design patents, brand strategy, enforcement.

WHY CLIENTS CHOOSE M.D. & ASSOCIATES

Our firm is built on the principles of deep domain knowledge, a **client-focused legal approach**, and a **strong commitment to brand protection**. We believe every client requires **tailored legal strategies** aligned with their specific business objectives, and our **experienced legal team** works closely with clients to handle complex intellectual property matters with precision and strategic insight.

We offer a **comprehensive range of IP services**, including IP research and registration, portfolio strategy, and continuous monitoring to ensure that intellectual property rights are effectively secured and protected. Our work begins with detailed legal research to facilitate smooth registration and continues with **active monitoring and timely updates** to prevent potential misuse or infringement.

In addition, we provide expert legal opinions and **strong legal representation** in infringement and passing off disputes, ensuring that our clients' brand identity and commercial goodwill remain protected. With a **result-oriented approach**, we assist businesses in identifying, securing, protecting, enforcing, and commercially leveraging their intellectual property in line with their long-term business goals.

OUR COMMITMENT

The firm believes in and practices deep-rooted professionalism and is fully committed to the promises made to its clients. We provide high-quality, prompt, and dedicated services, ensuring that every engagement is handled with precision and care. Over the years, M.D. & Associates has developed the expertise to go beyond the traditional services offered by most law firms.

“ Ideas change the world. Protected ideas build empires. Let us secure the foundation of yours.”

CONTACT US

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