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## **ABOUT** US

RNA, IP Attorneys is a full-service IP law firm with presence in the National Capital Region (Gurgaon) and Chennai. We offer efficient and cost-effective solutions for protection, enforcement and commercialization of IP rights. Our clientele covers the entire spectrum from multi-national IP owners and users to start-up businesses and individuals.

RNA was born with a vision to provide the best-in-class, specialized legal solutions across the IP industry. Our compelling combination of high level insights, multidisciplinary capacity, and practical know-how of the IP arena is what makes us a cut above the rest.

It is our constant endeavour to provide continuous solutions to complex and challenging problems in the field. We strive to offer creative solutions by drawing on our experience and understanding of IP rights and management in the sub-continent. Our culture is deeprooted in innovative thought, challenging issues and an on-going process of self-improvement and deepening of our knowledge base.

> A LAW FIRM DEDICATED TO PROVIDING IP LEGAL SERVICES TO TECHNOLOGY, CONSUMER AND CREATIVE INDUSTRIES





# STORY

Established in 2004, RNA was formed with the core objective of providing commercial solutions to legal problems. The senior partners of the firm have over 20 years of experience in IP management, consultancy and litigation in a global environment. Before forming RNA, the partners and associates have acquired rich experience at international IP firms, Indian courts or as an in house counsel in multinational and cross cultural environment. The firm believes in result oriented approach while maintaining complete confidentiality of their clients' business and the work entrusted to them. Doing right things right is a core value of RNA which aims to conduct its business with highest ethical and professional standards. Today, RNA proudly represents some of the Fortune 500 and Fortune 100 companies around the globe and has over a period developed a strong clientele in diversified business segments including top pharmaceutical companies, Information Technology, Electronics, Consumer and Luxury goods, Petrochemicals, Apparels, Sports and Fashion.

With our offices in Gurgaon and Chennai, we manage substantial enforcement and IP registration work in Bangladesh, Pakistan, Nepal, Bhutan, Sri Lanka and Maldives. Our extensive IP experience, ever evolving IP knowledge and close relationships with local lawyers and investigators enables us to take an effective action in these jurisdictions.

## OUR TEAM

Our team comprises an eclectic mix of lawyers, scientists, engineers, researchers & paralegals who have exceptional professional skills coupled with practical know-how of the IP scenario in India, and elsewhere in the sub-continent. A group of experienced professionals who specialise in blending legal know-how with the most contemporary technology to enforce IP rights or resolve disputes. The partners of the firm have rich IP experience working in-house and at the international law firms and uphold highest standards of legal profession.

Our people are crucial to the way we do business; we invest in and nurture the talents and ambitions of each and every member of our team. We guide our clients to be able to move from the intangible to the tangible and the art of converting their ideas and inventions into valuable assets.

We regularly advise clients on matters such as the most germane courts for initiating legal action and whether or not taking civil or criminal action would be a viable option alongside providing detailed case management services at all stages of the litigation. We give our clients a tour of the pros and cons along with varied alternatives related to any strategic decision that needs to be taken by them.

RNA invests in training and skill development of its employees with regular sessions on technical aspects of IP and improving service experience for clients in addition to off-site leadership and team building programs encouraging sports and fitness activities.





## SERVICES

#### TRADEMARK & PORTFOLIO

RNA's business had its roots in trademarks before it branched into other forms of Intellectual Property. We are highly sought after firm for our trademarks practice which has been accredited with several independent recognitions over the years. RNA proudly represents several Fortune 500 companies covering diversified goods and services and manages a portfolio of more than 7000 trademarks.

#### WE SPECIALISE IN ALL AREAS OF IP INCLUDING PATENTS, DESIGN, COPYRIGHT, DATA PROTECTION & TRADEMARK.

Our prosecution team provides a full range of trade mark management services: from searching, strategizing & registration to managing renewals, assignments, licensing & general maintenance. These services cover end to end transactional work from conducting due diligences and IP audits to drafting and negotiating licensing and franchising agreements. We have developed strong expertise in filing and prosecuting international applications through the Madrid protocol for our local as well as global clients working with a worldwide network of associates. Our prosecution services are fully supported by technology required to provide a smooth service experience to our clients. The patent practice of the firm encompasses a fully packaged offering starting from searching, drafting and filing of the Patent application to its prosecution followed by pre-grant and post-grant proceedings, dispute resolution, portfolio management and renewal of patents.

Our Patent group is the perfect fusion of technology and proficiency in patent law, with a sound technical background in various areas such as biotechnology, chemistry, mechanical and computer software. Using case specific strategies for patent protection, we provide our clients with the advice they need to stay competitive in the global and regional marketplace.

#### RNA IS ON THE PANEL OF VARIOUS GOVERNMENT FUNDED RESEARCH & DEVELOPMENT ORGANISATIONS.

These include (TIFAC), (DRDO), (BCIL), (ICAR), (NIF), (NRDC), Ministry of Communication and Information Technology. In addition, we also advise several global and Indian clients in the areas of life sciences, plant varieties, biological diversity and bio-piracy.





#### **INVESTIGATION**

We provide an inclusive range of services in the field of Designs including filing and prosecution of applications, cancellation proceedings, searching services, drafting of various licenses and assignments and pursuing actions. The firm has longstanding experience and expertise in successfully guiding clients through the design registration process.

We have a team of investigators who are regularly involved in tracking counterfeit products to source. The team also conducts commercial IP investigations, particularly in the context of IP audits and due diligence, trademark investigations and domain name recovery investigations. The investigation and enforcement teams work closely together, utilizing market information to meet clients' needs and ensuring their utmost satisfaction. Qualified lawyers and experienced professionals at RNA, come together to meet client requirements and in each case providing the most appropriate means to enforce rights or resolve disputes. In addition to litigation in the Courts, the team makes full use of administrative and other bodies, including Customs and alternative forms of dispute resolution.

RNA has rich experience and expertise in helping IP owners prevent online brand abuse and erosion through areas such as counterfeiting, copyright infringement, false association and cyber-squatting. Our team can monitor and where necessary, take down stand alone websites and listings on market places. RNA has successfully carried out several investigations against sellers of counterfeit goods online followed by criminal prosecutions and raids.

DIGITAL SPACE

**ENFORCE** 



Our team has extensive experience in advising on domain acquisition & dispute resolution through UDRP and INDRP. We have successfully handled various domain disputes and regularly advise clients on their domain strategy. Resounding our success in this space, two RNA team members have been appointed by National Internet Exchange of India as an Arbitrator to adjudicate .in and .co.in domain disputes in India.

TRADE SECRETS RNA assists clients in all areas of trade secrets protection including prevention of trade secret theft or misappropriation, violations of non-competes, computer fraud as well as trade secret audits. The firm has successfully obtained preliminary injunction for its clients against former employees stealing company's trade secrets and starting independent ventures. Other actions have been against contract manufacturers and competitors for misappropriation of confidential information. Our copyright lawyers are experienced in handling extensive copyright work, from the highly technical, computer-related and internet technologies, to the world of arts and entertainment. Our expertise also includes advising on database rights. We can plan strategies and carry out successful enforcement campaigns that protect your copyright through civil actions, pre-action injunction applications, customs actions, administrative enforcements or criminal actions.

We regularly advise our clients on protection of geographical indications, bio-diversity laws and rights over plant varieties. We have successfully obtained registrations for a number of clients and understand the nuances within this gamut.

**OTHER IPs** 

#### WHAT MAKES US DIFFERENT?

- Professional and friendly advice
- Quick turnaround
- Understanding client's business, adding value and creativity
- Indepth knowledge of markets and enforcement procedures
- Using a custom designed database to which clients may have direct access
- Comprehensive and clear reporting
- Competitive pricing
- One stop IP expertise

### **OUR** CULTURE

At RNA, we derive our core value in the concept of building relationships. Our clients, teams and partners have been with us throughout our journey following this ideology and hence, we continue to nurture it with care and affection. We believe and sustain work life balance and provide a stimulating environment to our teammates for professional growth – both among lawyers and our support staff. The culture is furthered by complete transparency at work, systems and procedures. We work in an open office plan with senior team members always available and easily approachable by staff for brainstorming ideas and take collective responsibility in providing professional service experience to our clients.

#### TECHNOLOGY INTENSIVE

At RNA, we believe in adopting latest technology to achieve efficient and effective working systems for our clients. Our database is fully automated and we are moving towards a vision of being a paperless office, protecting the environment. The filing of documents and email communication is fully electronic and search friendly. The computerization of records saves time of lawyers and paralegal handling client cases.



## OUR AWARDS

 RNA has been recognized across various Indian and International platforms for its consistent performance, outstanding work and commitment to clients over the years. We write for, and hold editorial positions with, numerous publications in the field of IPR. We regularly speak at various forums on topics related to Intellecutual Property rights and contribute on drafting of new law, rules and policies.

#### WE WORK WITH UTMOST HONESTY AND INTEGRITY

- Our team members have been appointed by the Government of India to act as Patent and Trademark facilitators to advise SMEs on patent/ trademark filing and prosecution.
- Two of our partners are on the panel of the National Internet Exchange of India as the Arbitrators to adjudicate .in and .co.in domain name disputes. We work with Ministries, Universities, Schools and INTA to impart IP education and awareness amongst high school and college students, SMEs as well as government officials.





INDIA BUSINESS Law Journal



Managing Intellectual Property IPSTARS



# W E CARE

Corporate Social Responsibility is integral to our business and core values. RNA takes pride in working towards community welfare, protection of environment and is ever willing to extend help to non-governmental organizations for education and protection of their IP. RNA is on the panel of Trust law and assists several NGO's on IP protection and advisory work. Not only legal, but the firm cultivates a culture of being kind and helpful to those who are in need.

AUROVILLE	GOONJ	GLOBAL CITIZEN	I AM GURGAON	E - K U T I R
SAMARPAN	NATIONAL THA	LASSEMIA WELFARE SOC	CIETY WHATEV	ER IT TAKES



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