



Meet the experts

India Business Law Journal introduces 50 Indian law firms that international IP owners and their legal advisers should know about

Rebecca Abraham reports

The increasing complexity of intellectual property (IP) jurisprudence and the rising cost of not getting it right ensure a steady flow of work for IP specialist firms across India.

“We look for firms who inspire confidence in their ability to pay attention to detail,” says Gregory Maurer, a partner and IP lawyer at Klarquist Sparkman in Portland, Oregon, who has worked with IP lawyers across India.

Finding such firms can be a challenge for international

lawyers and for in-house counsel both in India and outside. Few would argue with Tim Behean, general counsel IP of Adidas Group, who cautions: “IP work in India is challenging, and there is in my view a very mixed profession, with in some cases rather low standards, where promises are made and ignored, and instructions not followed.”

After working with several firms in India “with bad results”, Behean reports that Adidas now uses the services of **Ranjan Narula Associates**, a Gurgaon-based