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## RESUME-INTELLECTUAL PROPERTY RIGHTS

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### Heena Mohammed Yusuf Merchant

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Email id : heena.merchant@rediffmail.com  
Mobile No. : +91 9152018718  
Nationality : Indian  
Languages  
Known : English, Hindi, Partly Marathi  
Bar Enrolment No: Mah/ 3522/ 2001-Maharashtra & Goa

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### Qualification

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- Secured 3 years LL.B from G.J. Advani Law College, Mumbai in the year 2001
  - Secured B.A ( Economics) from National College, Mumbai in the year 1995
  - Diploma in Cyber Law from Asian School of Cyber Laws (affiliated with GLC), Mumbai in 2021
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### Work experience

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#### Axiom Mark- UAE IP Law firm

June 2021 to present

**Current Designation:** IP consultant- Trademarks Prosecution for India Desk- through direct POA in my name.

- Working directly under the supervision of the proprietor and legal head on trademark and copyright prosecution matters.
  - Preparing preliminary search reports with opinion on availability of trademarks in India, filed trademark applications, drafted counter statements in opposition proceedings. Getting the POA stamped at the stamp office.
  - Actively involved in business development
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#### Crawford Bayley & Co

July 2017 to June 2021

- Advised clients through the entire trademark prosecution life-cycle on issues pertaining to the registration of trade marks, opposition matters, and cancellation matters.
- Drafted several notice of oppositions, counter-statements, affidavits, rectification petitions, and appeals on a regular basis.
- Coordinated, consulted & followed up with foreign counsels and law firms (from across the world) on trademark filings, response to office actions, and other trademark prosecution life-cycle matters.
- Advised clients on: the option(s) available to overcome the objections/refusals raised in Office action(s); the risk in undertaking an infringement action or lawsuit or opposition against third parties; assessment on successfully defending an infringement action or lawsuit or opposition.
- Drafted and served Cease and desist legal notices and replies.
- Entering into a settlement between parties on pre opposition/post opposition disputes and drafted co-existence agreements.
- Drafted Trademark and Brand Licensing Agreements/Assignment Agreements.
- Appeared before the Examiners and Registrars at the Trademarks Office
- Assisted the partner on contentious trademark and copyright matters.
- Well versed with the Trademark software-lolite

#### Litigation:

- Coordinated, consulted, and followed up, with Sr. Counsels. Attended meetings with the

Counsel, attended court hearings and assisted a litigation lawyer.

### Patents

- Co-ordinated with the client and patent agent for filing the patent application. Gave preliminary advise on conducting searches and FTO and its importance.
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### Makhija & Associates

**August 2014 to March 2017**

- Advised clients through the entire trademark prosecution life-cycle on issues pertaining to the registration of trade marks, opposition matters, and cancellation matters.
  - Drafted several notice of oppositions, counter-statements, affidavits, rectification petitions, and appeals on a regular basis.
  - Coordinated, consulted & followed up with foreign counsels and law firms (from across the world) on trademark filings, response to office actions, and other trademark prosecution life-cycle matters.
  - Advised clients on: the option(s) available to overcome the objections/refusals raised in Office action(s); the risk in undertaking an infringement action or lawsuit or opposition against third parties; assessment on successfully defending an infringement action or lawsuit or opposition.
  - Drafted Trademark and Brand Licensing Agreements/Assignment Agreements.
  - Appeared before the Examiners and Registrars at the Trademarks Office
  - Assisted the partner on contentious trademark and copyright matters.
  - Filed Madrid applications
  - Trained a few juniors
  - Well versed with the Trademark software-lolite
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### Krishna & Surastrri

**March 2003 to August 2007**

- Drafted and filed Examination search reports
  - Co-ordinated with clients and advised on availability of trademarks
  - Browsed through hard copies of the Trademark journals to search for conflicting trademarks
  - Drafted notice of oppositions, counter statements, affidavit in support of oppositions.
  - Attended hearings at the Trademark office with the Senior partner.
  - Maintained the list of matters
  - Trained a few juniors allocated work to them.
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### **Additional work experience**

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#### Period between 2007-2014

I also worked with the LPO industry in the litigation support team and Specialized in Document Review and contract abstraction. Dealt with various litigations involving Anti-trust laws, financial reviews and Government Investigations. Also worked on Contract abstraction project on short leases. Interacted with US law firms and in-house corporate counsel with respect to the litigation. Worked on internal risk compliance project on US immigration laws and legal research. Below are the LPO companies that I worked with.

- Pangea3 (Thomson Reuters)- (2007-2012)
  - Infosys (2012-2013)- Was absolutely without any work in Infosys-
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## **Short term employment**

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- Advocate Anand Patwardhan. Drafted consumer complaints to various forums.
- Sun Pharma: worked with Brand protection team for one month.

## **Internships**

- Crawford Bayley & Co (from August 2000 to May 2001)

Worked with Senior Partner Mr. Chetan Maniar exclusively on Trademarks prosecution and litigation.

- Mulla and Mulla Craige Blunt and Caroe (August 1 May 1, 2000 to July 30, 2000)

Worked on matters relating to Company Law and Arbitration. Learnt to draft letters to the Court calling for the order of the Court, made the index of the case files, and attended arbitration hearings.

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## **CORE COMPETENCIES**

- Protection Intellectual Properties (IPR)
- Consumer Protection
- Managing IPR tools effectively

## ***Looking for an opportunity in the IPR department***

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