

SUNIDHI BANSAL

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EDUCATION

- Master in Intellectual Property and New Technology, Jagiellonian University, Poland in collaboration with World Intellectual Property Organization (WIPO) and Patent Office of the Republic of Poland (2018-19) [Final Grade – 5 (Bardzo dobry/ Very good)]
- B.A-LL.B (Hons.) with a final CGPA of 5.8/8 from Jindal Global Law School (2013-18).
- Secured – 80.6% in Class XII (2013); and 81.7% in Class X (2011), from Meerut Public School.

WORK EXPERIENCE

Associate, ALG India Law Offices LLP (November 2019 – Present)

My primary role entails Intellectual Property (IP) enforcement and advisory including Trademark opposition and prosecution, client counselling on IP enforcement and Client IP portfolio management. During my tenure with ALG India, my responsibilities include:

- Brand Protection Strategy:

- Reviewing the IP portfolio of several Fortune 500 companies' and routinely advising them on holistic brand protection including strategizing litigations, prosecution, enforcement, and oppositions.

- Opinion & Advisory:

- Advising clients on enforcement/opposition matters and contentious matters with respect to trademark infringement.
- Negotiating and drafting trademark-centric cross-border settlement agreements and co-existence agreements.

- Enforcement:

- Drafting legal notices, cease and desist notices, infringement notices, and take-down notices sent to intermediaries (such as Facebook, Amazon, Flipkart, etc.), and drafting replies to legal notices and rejoinders.
- Commissioning on-site investigations and reporting the results thereafter.

- Prosecution & Maintenance:

- Conducting clearance searches and devising pre-filing strategies for trademarks, service marks, etc.
- Undertaking entire prosecution of trademark applications, including drafting affidavits of use, responses to office actions, etc.
- Assisted with the appeal matter at Intellectual Property Division (IPD), Delhi, against the refusal order passed by the Trademark Office.

- Opposition & Rectification:

- Drafting and filing of the notice of oppositions, cancellation/rectification petition, counter statements, evidence by way of affidavit in support of trademark oppositions, rectifications, and applications.

- Drafting and prosecuting domain name disputes:

- Drafting and prosecuting complaints for domain name disputes under the INDRP and the UDRP.

- Co-ordinating with foreign counsel:

- Liaising and supervising with the foreign counsels (in Bangladesh, Nepal, Pakistan, Sri Lanka, etc.) and assisting client with trademark registration and enforcement in foreign countries.

- Non-Financial Initiatives:

- Drafted and posted legal updates for the Firm's social media outreach.
- Participated in the Management Board of the Firm, which entailed role of developing and framing policies and practices for practice development and efficient functioning of the firm.

INTERNSHIPS

- Maruta Watcha, Warsaw, Poland (August 2019)
- Mehta & Mehta IP, Gurgaon (January 2018)
- Intl Advocare, Noida (December 2017)
- Lall Lahiri & Salhotra, Delhi (July 2017)
- Kamath & Kamath, Bengaluru (January, 2017)
- Adv. Praveen Jain (Supreme Court Lawyer) (June, 2016)
- World Wide Fund (January, 2013)

PUBLICATIONS

- Submission to Government, Government Authorities and Agencies:

- Submission on Guidelines for [‘Influencer advertising on digital media – draft for stakeholder consultation’](#)
- Submission on Guidelines for [‘Central Consumer Protection Authority \(Prevention of Misleading Advertisements and Necessary Due Diligence for Endorsement of Advertisements\) Guidelines, 2020.’](#)

- Research Paper:

- Co-authored a paper on Fair Use in the context of Mashups : Comparative analysis of US, UK and India, International Journal of Legal Developments & Allied issues Volume 4 Issue 4 (accessible [here](#)).
- Authored a paper on Traditional knowledge in IPR from Feminist Perspective, Asia Pacific Law & Policy Review, Volume 4 (Annual), (accessible [here](#)).

- Posts:

- Authored a piece titled [‘Does the use of trademark as keywords amount to trademark infringement?’](#)
- Authored a piece titled [‘Does The On-Screen Title/Sponsor logo Amount To Advertisement Within Sports Broadcasting Signals \(Mandatory Sharing With Prasar Bharati\) Act, 2007?’](#)
- Authored a comment piece titled [‘Does the IP Regime in India Need to Change with the Evolution of the Virtual Influencer?’](#)
- Authored a comment piece titled [‘India and South Africa Joint Proposal on Waiver of WTO Provisions in the Time of COVID’](#)
- Authored a summary piece on Authored a summary piece titled [‘Guiding Principles for the Uniform National Level Regulation of Online Fantasy Sports Platforms in India’](#).
- Authored a summary piece titled [‘Guidelines For Prevention Of Misleading Advertisements And Necessary Due Diligence For Endorsement Of Advertisements \(DCA\)’](#).
- Authored a piece titled [‘Domain Name Registrars Cannot Block Access To Or Ensure The Continued Suspension Of Domain Names’](#).
- Authored a piece titled [‘Delay In Registration Of Trademark Assignment By TM Registry Cannot Prejudice Assignee’s Rights’](#).
- Authored a piece titled [‘Distinctiveness Acquired Post Registration Cannot Be Considered In A Trademark Infringement Suit’](#).

- Authored a piece titled '[Unique Combinations Of Descriptive Words Protected As Trademarks](#)'.

ONLINE CERTIFICATION COURSES

- FICCI Online Certificate Course on Intellectual Property (IPPro) (April-June 2018).
- Lawsikho course on Diploma in Intellectual Property, Media and Entertainment Laws (Ongoing)

LANGUAGE(S)

- Hindi and English