

## **AISWARYA Y K**

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<b><u>EDUCATION</u></b>  <b>O P Jindal Global University, Haryana</b> <i>LL.M (Intellectual Property &amp; Technology law) (2021-22)</i> <b>Savitri Jindal Scholarship Awardee</b>  <b>NALSAR University of Law Hyderabad</b> <i>Advance Diploma Course in Media Laws (2022)</i>  <b>Vellore Institute of Technology, Chennai</b> <i>B.A LL.B (Hons); (2015-2020)</i> University Rank: V (CGPA 9.25) Meritorious Award- Outstanding academic performance in the years 2016 to 2020	As a lawyer with three years of post-qualification experience, I have a strong passion for technology and its intersection with the law. My background includes two years of work experience at a prominent law firm, where I specialized in IP and tech-legal issues, providing comprehensive legal support to clients navigating the complex regulatory landscape. My adaptability and problem-solving skills allow me to thrive in fast-paced and dynamic environments, much like those found in entrepreneurial settings.
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## **WORK EXPERIENCE**

### **Surana and Surana International Attorneys, Chennai**

(June 2022-October 2024)

Associate

- Assisted in obtaining a “well-known” trademark status for a leading Indian FMCG client.
- Provided opinions related to legal meteorology, Food safety compliance, ISO compliance.
- Led portfolio audits and provided intellectual property advisory services ensuring compliance and mitigating risks.
- Initiated legal actions against trademark infringers and IP fraud perpetrators, preparing and serving legal notices.
- Formulated tailored strategies for legal compliances pertaining to intellectual property, employment, dispute resolution, arbitration, legal metrology, food safety and mandatory compliance requirements for established companies, aligning with industry standards and regulatory requirements.
- Negotiated and facilitated settlements for legal disputes, ensuring favorable outcomes for clients through effective mediation and resolution strategies.
- Drafted, reviewed, and negotiated a diverse range of vendor agreements, including NDAs, Service Provider Agreements, Licensing Agreements, Commercial Contracts, and Assignment Deeds.

**Areneess Attorneys, Delhi** (Intellectual Property Team)

(December 2021)

- Conducted various trademark researches via Indian IP office portal and Filling Trademark Forms (TM-A, TM-M).
- Research on civil remedies under CPC for passing off in trademarks.
- Researched on Trademark squatting.
- Research on Google ADWords program and Trademark Infringement.
- Researched and summarized on the JPC Report on Personal Data Bill.
- Prepared an Application for filing a design registration for a watch.

**Office of Advocate K Rangarajan, Chennai**

(June 2020- September 2021)

Junior Advocate

- Drafting and reviewing Notices, Deeds and legal opinions.
- Appeared before District courts and High Court of Madras.
- Researching on legal issues related to Tenancy, Property, Constitution and family laws.

**HSB Partners, Chennai**

January, 2020

Intern, Team Headed by Advocate & Partner Mr. Harishankar

- Assisted in a Trademark Infringement case between Google and a matrimonial service website under section before Madras High Court.
- Made a presentation on “Enforcement of foreign arbitral awards in India and the rights of a third party in the enforcement proceeding.
- Researched on significance of a legal proceeding certificate in Trademark Certificate.

**Lakshmikumaran & Sridharan Attorneys, Chennai**

July, 2019

Intern

- Drafted legal opinion for a prize competition scheme using an URL proposed by a company
- Researched on case precedents relating to Interest on service tax.
- Researched on a sales promotions activity proposed by a company under Advertising Standard Council Code.

**NVS & Associates, Chennai**

July, 2018

Intern

Drafted a demand notice on behalf of a bank.

Drafted a written submission to be filed before the Debt Recovery Appellate Tribunal.

Prepared case briefs on cases related to power of an Insolvency professional.

**Volunteering Work**

Teacher Volunteer, U&I (NGO enabling education for under-privileged kids) 2018-21

Member, Uddeshya, VIT Chennai (2018-2019)-Teaching computer applications for high school students at Government High School, Kandigai

**Articles, Blogs and Presentations**

- Article titled “Navigating the Legal Conundrum of Google AdWords and Trademarks in India” <https://suranaandsurana.com/navigating-the-legal-conundrum-of-google-adwords-and-t>

[rademarks-in-india/](https://rademarks-in-india/)

- Article titled “Decoding Digital India Act: A critical analysis of India’s proposed legislative framework for the digital era”  
<https://suranaandsurana.com/decoding-digital-india-act-a-critical-analysis-of-indias-proposed-legislative-framework-for-the-digital-era/>
- Presented a paper of “The ugly truth of augmented reality in Metaverse and the need to regulate.” in the MCIP Conference held by IIT Kharagpur (2022).
- Presented a paper on “Nationality as a Right to have right” in the National Conference on Statelessness held at Ramaiah Public Policy Research Center, Bangalore. (2018)
- Participated in the National Workshop on New Dimensions of Intellectual Property Law organized by VIT University (2016).