

Aseema Memon

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STATEMENT OF INTEREST

A highly motivated and results-driven legal professional with a strong background in Intellectual Property Law (IPR). Expertise has been developed in trademark and copyright law, legal research, and drafting legal documents. Proven track record in authoring insightful articles, representing clients in trademark registry hearings, and providing professional legal opinions on complex IPR issues. Known for the ability to conduct thorough research, deliver tailored advice, and assist in the strategic resolution of trademark disputes. Seeking to apply skills and knowledge as a Legal Associate in Intellectual Property Rights.

EDUCATION

- B.L.S/L.L.B. (Hons.) Course | Rizvi Law College, Mumbai University. | CGPI: 8.2/10.0
- Class XII in the Humanities course, Affiliated to ISC Board | Gundecha Education Academy, Mumbai. | Secured: 94.6%
- Class X, Affiliated to ICSE Board | Gundecha Education Academy, Mumbai. | Secured: 93.8%

ADDITIONAL COURSES

- *Drafting, Pleading and Conveyance* | ENHELION | June 24- August 6, 2022 | Scored 90% on the project assignment.
- *Changing Paradigms of Insolvency and Bankruptcy Code, 2016* | NLU JODHPUR IN COLLABORATION WITH INSOLVENCY AND BANKRUPTCY BOARD OF INDIA | January 21- January 23, 2022 | Received certificate of merit for scoring more than 65% in evaluation test.
- *Mergers and Acquisitions* | LEDX IN COLLABORATION WITH BIZ & LEGIS LAW FIRM | January 3 – January 7, 2022.

PUBLICATIONS

- **Anti-Dissection Vs Average Intelligence of Consumers: Which Doctrine Prevails In A Pharmaceutical Case?** ‘Lexology’, (NOV. 25, 2024) <https://www.lexology.com/library/detail.aspx?g=330feb5a-0f48-468e-838f-7e9dd8e430cc>.
- **The Fashioning Of Justice: Analysing The Case Of Louis Vuitton Malletier V. Haute24.Com**, ‘Lexology’, (SEPT. 13, 2024) <https://www.lexology.com/library/detail.aspx?g=db84ea06-ec56-4d0e-9cb7-97fe766d66c4>.
- **Our Difference**, ‘The Muses’, a legal magazine of NLU, Calcutta (OCT. 24, 2022) (<https://pdflink.to/ourdifferencesbyaseemamemon/>)
- **“The Conundrum of Torrent and Intellectual Property – A Critical Study”**, *KnowLaw*, (AUG. 24, 2022), (<https://theconundrumoftorrentandintellectualpropertybyaseemamemon/>)
- **“Virus Patents in India- A Techno-Legal Analysis”**, *KnowLaw*, (APR. 24, 2022). (<https://pdflink.to/viruspatentsinindiabyaseemamemon/>)
- **“Right to Privacy - Fundamental but Not Absolute”**, *KnowLaw*, (MAR. 11, 2022) (<https://righttoprivacybyaseemamemon/>)
- **“Cruelty- A Ground for Matrimonial Relief”**, *KnowLaw*, (MAR. 7, 2022) (<https://crueltybyaseemamemon/>)
- **“A Socio-Legal Breakdown of the Dress Code and its Impact on Women”**, *Brain Booster Articles*, (OCT. 29, 2021). (www.brainboosterarticles.com/post/a-socio-legal-breakdown-of-the-dress-code-and-its-impact-on-women)
- **“Rise of Human Trafficking during Covid-19”**, *International Journal of Law, Management and Humanities*, Vol.4 Issue 4, (JUL. 19, 2021). (www.ijlmh.com/paper/rise-of-human-trafficking-during-covid-19/)

WORK EXPERIENCE AND INTERNSHIPS

- **Aditya & Associates (Promoted from Legal Trainee to Junior Associate) [September 2024 – February 2025]**
 - Authored and published insightful articles on trademark law on the prestigious Lexology platform.
 - Collected and organized digital evidence from various sources, including social media, e-commerce platforms, and websites, to support trademark infringement cases.
 - Conducted in-depth research on complex trademark issues, presenting relevant case laws and legal insights to support client strategies and decisions.
 - Conducted thorough trademark searches and provided clients with comprehensive advice regarding the suitability of registrations, mitigating potential legal risks.
 - Delivered professional legal opinions in trademark and copyright law, addressing client inquiries and providing tailored advice.
 - Drafted various legal documents under trademark law, including Notices of Opposition, Counter Statements, Evidence (Rules 45 and 46), Replies to Examination Reports, Affidavits of Use, and Non-Disclosure Agreements, ensuring precise and compliant legal submissions.
 - Managed the submission of trademark infringement reports via Facebook’s official portal, ensuring prompt and effective resolution of issues on social media platforms.
 - Organized and maintained detailed records of legal actions and case statuses through Excel, ensuring efficient tracking and reporting of ongoing work.
 - Oversaw the management of Aditya & Associates’ LinkedIn profile, creating engaging posts to enhance the firm’s online presence and visibility.

- Prepared Cease and Desist notices and INDRP notices for major entities like Facebook and Twitter, as well as smaller organizations, demonstrating proficiency in resolving trademark disputes.
- Prepared detailed case notes analysing the pros and cons of various legal approaches, assisting my seniors in making informed decisions.
- Represented clients in multiple Trademark Registry hearings, including Technical, TLA, and Final Hearings, achieving successful outcomes in the majority of cases through effective advocacy and strategic preparation.
- **KS Legal (Legal Intern) [July 1, 2024- July 31, 2024]**
 - Assisted in organizing documents for recall notices related to loan defaults.
 - Authored a write-up on the Bharatiya Nyaya Sanhita and Bharatiya Sakshya Adhiniyam.
 - Compiled Due Diligence Reports for agricultural and residential properties.
 - Drafted police complaints and submitted them for loan default cases in Uttar Pradesh and Karnataka.
 - Contributed to preparing an Original Application for the Debt Recovery Tribunal.
 - Drafted notices for cheque bounce under Section 138 and withdrawal applications for the Metropolitan Magistrate.
 - Prepared execution applications under Section 14 of the SARFAESI Act for the Debt Recovery Tribunal.
 - Evaluated sale deeds to prepare summary reports for properties.
 - Organized and categorized documents, creating a concise list of significant dates.
 - Translated documents from Kannada to English for a Total Survey Report.
 - Visited the Bombay High Court and City Civil and Sessions Court to gather case details and resolve e-filing issues.
- **Royzz & Co. (Content Writer and Legal Intern) [March 2023 – April 2023]**
 - Constructed fresh PPTs and revamped numerous PPTs that provided legal updates to connections on LinkedIn in multiple fields of IPR.
 - Created a chronological, detailed and well-organised list of dates and events.
 - Drafted multiple condonations of delay for a Commercial IP suit before the Bombay High Court.
 - Edited and modified an article for the International Trademark Association regarding the acceptance of social media as evidence for supporting the claim of famous and well-known marks and best practices of significant jurisdictions such as the US, UK, India and China.
 - Engineered a 3-page firm profile of Royzz & Co. which shed light on its history, establishment, guiding principles, practice areas, etc.
 - Proofread several written statements, service agreements, etc. and made necessary modifications.
- **Working under Adv. On Record Avneesh Arputham (Legal Intern) [Online] [September 2022 – October 2022]**
 - Found precise judgements and case laws of the Supreme Court and several Indian High Courts to assist and supplement the legal arguments.
 - Performed meticulous research in several fields of law and prepared succinct and informative reports on the assigned topics.
- **A&P Partners (Legal Intern) [February 2022 - April 2022]**
 - Drafted praecipes, vakalatnamas, and a consent undertaking form.
 - Entrusted with the responsibility of checking status updates of filed trademark applications every week.
 - Formulated a firm profile of an IPR investigation firm.
 - Prepared case briefs, research notes, list of dates and events, list of allegations and replies between parties, list of invoices, etc. on several civil litigation matters in the fields of IPR.
 - Proofread several summary suits, contracts, and other legal documents and made the necessary changes in track.
 - Researched the stamp duty for the assignment of IP on a regional as well as a central level.
 - Successfully found appropriate case laws regarding IPR matters.
- **KnowLaw (Promoted from Intern to Permanent Content Writer) [Online] [December 2021 – February 2022]**
 - Analysed the assigned topics of contemporary socio-legal significance in the fields of intellectual property along with other fields of law and authored weekly articles.
 - Received a letter of recommendation and a certificate of appreciation.

OTHER ACCOMPLISHMENTS

- Chosen to be a member of Rizvi Law College's Rotaract Club. (2022).
- Awarded Special Mention in Thakur College of Engineering and Technology's Model United Nations Competition, 2021. (15th-17th October, 2021).
- Qualified in the top 4 of countless articles for the Virtual Article Writing Competition organised by Rizvi Law College. (October, 2020)
- Winner of Quiz Competition held in Academics Week organized by Rizvi Law College. (15th-16th November, 2019).
- Court-In-Charge for Rizvi Law College's Intra-Semester Virtual Moot Court Competition. Responsibilities included supervision and effective communication with honourable judge, court clerks and other organizing team members. (9th October, 2021).