



Webinar on

Pivotal trends in Trademark/ Design Regimes across EU/US/South East Asia

Date: April 28, 2021

Time: 5:00 PM IST

Contact For Registration:

events@khuranaandkhurana.com

About the Webinar:

As we imbibe the New world order on facets of Economic, Trade and Industrialization in the post pandemic era, the IPR (Trademarks/ Design) Ecosystems have seen a paradigm shift in their applicability across jurisdictions. **Ms. Viji Malkani (Head-IPR, HUL) and Shourabh Banerjee (Principal Associate-Strategic IP Consulting, IIPRD)** have put together a comprehensive 1 hour session on Pivotal Trends in the TM/Design Prosecution/Litigation/Monetization trends in the US/EU/India and the consequent impact on the Industries.

About Speakers:



**Viji
Malkani
(HUL)**

Unilever's Viji Malkani is a maverick of sorts when it comes to Global TM regimes in the FMCG Industry. As **Head of the IPR at HUL**, Viji oversees a portfolio of more than 100,000 Indian trademarks owned by various Unilever brands and files hundreds of civil suits to protect them every year. Under her leadership, the Trademarks team has evolved corresponding to the next generation of consumers, partnering with parenting organizations in Trademark arena such as the 'INTA' and the Indian government's Cell for IP Rights Promotion and Management. She concedes that, with the additional charge as the Foods Counsel for HUL, she has been adorning versatile roles from a leadership perspective, that cater to the pivotal role of Trademarks from an Enforcement perspective.



**Shourabh
Banerjee
IIPRD (
Khurana &
Khurana IP
Attorneys)**

Shourabh, as one of the **Principal Associates, leads the Strategic IP Consulting Practice at IIPRD**, one of India's fastest growing IPR Law firms and a sister concern to the K&K Advocates & IP Attorneys. He, to his credit has an astounding know how of the IPR Statutes and Laws governing Trademarks, Copyrights, Designs and Patents along with their pragmatic applicability of the same in industries across diverse technical sectors ranging from IT Services/ Energy/ Manufacturing/ Life Sciences/ Retail/ Electronics/Electrical/Mechanical/ Pharma/ IOT/ AI and more across Europe/ USA/ Africa and Asia for public and Private entities and Corporate for over 5 years including engaging on counseling Patent Attorneys, Counsels for Litigation, Prosecution, Research, Analytics, Commercialization Support Matters

Post his Thesis completion with University of Sunderland (London), on ' Value of Patent Licensing in Wireless Communication Industry', he is currently an L.L.M candidate at the University of Law (Mediation & Alternative Dispute Resolution), aspiring to successfully qualify the SQE (Solicitor Qualification Examination -UK) in near future. A panelist on multiple IPR Forums including the IP Business Academy, University of Strasbourg, ISERD, NUJS (University of West Bengal), Shourabh strives to imbibe the various IP Regimes from a holistic standpoint.