



SSL&S: Merged To Form an IP Power House

Posted By: insights success

After reaching a certain point of excellence, it becomes very difficult to progress furthermore, to achieve the perfection, two highly acclaimed IP Law Firms – **Singh and Singh Law firm LLP & Lall and Sethi Advocates**; merged together to form one of the finest legal firm of the nation– **Singh & Singh Lall & Sethi (SSL&S)**.

The merger brought professionals passionately dedicated to create a perfect synergy with specialist IP practitioners and litigators in different fields of intellectual property law. The firm serves as a one stop solution for IP, Telecom, Competition laws, Information Technology and related aspects, as also Technology, Media and Telecommunication laws with a wide bandwidth to handle large portfolios and litigation across all areas.

Hands Shaping the Pottery

The founders are four of the most prolific litigators of the country— **Mr. Sandeep Sethi, Mr. Maninder Singh and Ms. Prathiba M. Singh** are all designated as *Senior Advocates*. **Mr. Chander M. Lall** took over the mantle from the founders and is the *Founding and Managing Partner* of the merged firm. SSL&S is a professionally managed firm with 9 partners, over 40 attorneys and patent agents and a total strength of over 120 personnel. Out of the 9 partners in the firm, the Managing Partner and two other Partners are involved in Patent litigation. One Partner heads the Patent Prosecution. Four Partners are heading IP Prosecution and Enforcement teams and one partner is involved in Telecom & Broadcasting. There is an entire team of lawyers and patent agents working under each Partner.

Mr. Lall is the current President of IPAA and has been invited to speak at various INTA Annual meetings. Mr. Lall is rated amongst the best IP litigators. He was counsel for a winning cause in two of the lead decisions (Whirlpool and Ocuflux) of the Supreme Court of India on well-known and famous marks – decisions which were path-breaking not just in India, but internationally.

Providing a Complete Range of Services

The Firm is passionately dedicated to IP laws with its core expertise in IP Litigation, IP Prosecution, Portfolio Management Services, Online IP searching and analysis, IP transactional services, in-house investigations and Telecom and Broadcasting regulatory practice, specialized investigations, skilled internet investigations and online surveys. The Firm also handles peripheral work arising out of IP, Telecom, Arbitration Practice, Competition Law and Sports Laws.

SSL&S, as an organization of professionals, is dedicated to the IP laws including trademarks, copyrights, designs, patents, confidential information & trade secrets, entertainment and sports laws, information technology laws. The firm provides a complete range of services including filing and prosecution of applications, oppositions and cancellation proceedings, searching and watching services, renewals, licensing and registered users, franchising, IP audits and enforcement of rights through civil, criminal or administrative measures. Further, all the services such as filing of Madrid applications and PCT applications extend to various international forums through our foreign associates who work on reciprocity.

The Best for the Clients

SSL&S is proud for having the best IT systems in the world. The IP Management Software employed in the Firm has been developed in-house and ensures that timely responses are sent and deadlines are strictly adhered. The docketing system has minimal manual interface, virtually eliminating human errors. On client reporting, it is possible for a client to monitor the work on a real time basis by requesting password protected access to the database. The files are completely electronic and digital. An optional fixed fee schedule ensures that the cost benefits of repetitive services on bulk files and use of

efficient systems is passed on to the client. The client has full knowledge of, and access to, the administrative staff, and often communicates with them on a first name basis. *The accounting is completely transparent, internally and to the client, with each advice and its corresponding transaction recorded electronically.* SSL&S has always maintained a zero tolerance policy toward bribery or graft at all levels.



Maintaining its Standard

The firm ensures that the attorneys and staff are trained with best practices followed across the globe and understand and respect client needs. The firm currently represents 7 of the top 25 of the world renowned trademarks listed by Interbrand. SSL&S is estimated to be engaged in over 70% of the patent litigations currently pending in the country. It has a strong presence in the area of telecom and broadcasting representing a large number of broadcasters in different forums. All their work is carried out on a unique bespoke IP management software platform **ClickIPR**. The software has IP law engines for all jurisdictions around the world, ensuring automated docketing of files worldwide and populating of forms.

SSL&S is the most extensively awarded firm of 2015-16 being acknowledged as a leader in IP law. The firm has bagged several awards and maintains highest rankings in many categories. The firm has global presence currently having offices in New Delhi, Mumbai, Colombo and Kathmandu.

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