

**ACADEMIC QUALIFICATIONS**

LL.M. with Merit in Intellectual Property & Information Law from King's College, London (2013-2014)

B.Com. LL.B. (Hons.) with Distinction from Gujarat National Law University, India (2008-2013)

**OTHER ACADEMIC ACHIEVEMENTS**

Completed WIPO-IPOPHL Summer School on Intellectual Property in Emerging Economies (September 2022)

Completed FDP (faculty development program) in Curriculum Development and Teaching Pedagogy for IPR from Maharashtra National Law University, Mumbai (June 2021)

Completed Certificate Course on Trademark and Patent Laws offered by CII (April 2019)

Completed WIPO's General Course on Intellectual Property (DS101) (March 2019)

**AREAS OF INTEREST**

- Intellectual Property Rights
- Fashion law and sustainability
- Health laws
- Legal research & creative writing

**WORK EXPERIENCE****1. Independent Consultant (October 2021- Present)**

- Consulting, education and research in Intellectual Property Rights with a focus on the merger of IPR and society with a special interest in advancing the understanding of the merger between law and society through traditional knowledge and geographical indications:
  - Working with handloom weavers and institutes/ organizations aiding the weavers to create a practical understanding of GIs and policies surrounding the Indian Handloom Sector. This is achieved majorly through conducting workshops and informal meets
  - Conducting field research projects assessing different dimensions relating to GI-tagged handlooms like - Impact of digitalization and post-COVID government policies
- Faculty - PG Diploma in IPR, Gujarat National Law University

- Guest faculty - PG Diploma in IPR, Maharashtra National Law University, Mumbai
- Managing editor at The IP Press (blog)
- Founder, ip\_ology (Instagram page) - an education initiative on basics of IPR
- Member, team for revival of GI status for Tangaliya Shawls of Gujarat
- Member, Advisory Board, All India Legal Forum

**2. Senior Research Associate, GUJCOST- GNLU Research Centre of Excellence in IPR. Member, GNLU Centre for IPR (June 2017 – September 2021)**

- Part-time teaching assignments at the University for LL.B. students in basics of Design Law, Trade Secrets, Copyright Law and Traditional Knowledge
- Conducting research and writing with a focus on contemporary issues in IP:
  - Co-authored a book titled “Geographical Indications of Indian Handlooms- Between Legal Right and Real Right” based on research findings from study conducted on select handlooms from Gujarat, to be published in January 2022 by Routledge (Taylor & Francis Group)
  - IP Weekly- a weekly newsletter highlighting significant developments in domestic and international IP laws
  - Conducted empirical research titled “Adding Life to Centuries’ Dying Art: A Comparative Market Analysis between Tangaliya Shawls and Kutch work Shawls” (November 2017- November 2018)
  - Member, research team for criminal laws reforms
  - Member, research team for University project titled “In the Face of Covid-19: Assessing the Readiness of India’s e-Court Structure”
- Conducting IP lectures, awareness sessions, training programs:
  - Designed and initiated a post-graduate diploma in IPR (2021)
  - Conducted lectures on introduction to IPR and basics of Trademark Law and Law of Copyright for school students and medical association at Bhavnagar (2019- Present)
  - Four-day Certificate Course titled “Patent Law Practices in India and USA” (August 2019)
  - Guest lecture titled “Geographical Indications in India- Analysis of law through the journey of Assam’s Muga Silk” by Prof. Dr. Prabuddha Ganguli (March 2019)
  - Guest lecture titled “Intellectual Property & Artificial Intelligence”, by Mr.

Gregory Maurer in collaboration with IPPO (January 2019)

- Symposium titled “Changing Contours of Intellectual Property Law in the United States, India and China”, held jointly with The George Washington University Law School (October 2018)
  - Two-day certificate course titled “Patent Practices in the United States, India and China”, held jointly with The George Washington University Law School (October 2018)
  - Symposium titled “Convergence of Private International Law in IPR and Cyber Law”, (April 2018)
  - Guest lecture titled “Intellectual Property- Practical Aspects with focus on Biotechnology”, by Dr. Kausalya Santhanam (March 2018)
  - Guest lecture titled “Who Owns IP- Intellectual Property Rights in a technology driven world” by Ms. Lisa Macklem, in collaboration with IPPO (January 2018)
  - Monthly discussion forum titled “IP Today- It Matters” (January- March 2018)
  - Panel Discussion titled “Protecting Software through Patents: Current Challenges and Future Solutions” (October 2017)
  - Capsule Course titled “Trademark Registration- The Process and Practical Aspects”, in collaboration with Y.J. Trivedi & Co. (September 2017)
- Representation of the Chair at conferences/ seminars
  - Member of Advisory Board, All India Legal Forum and Editor at The IP Press (blog)
- 3. Independent Legal Advisor at Small Change NGO (May 2016 – June 2017)**
- Trademark advice, copyright filings
  - Contract drafting/ review
  - CSR law advice
- 4. Associate, Mundkur Law Partners (January 2016 – March 2016)**
- Trademark advice, filings, due diligence
  - Drafting and research for licensing agreements
  - Contract drafting/ review
- 5. Junior Associate, Trademarks & Copyright Division, H.K. Acharya & Co. (October 2014 – November 2015)**

- Trademark advice, copyright advice, due diligence
  - Practice at Trademarks Registry, IPAB and Gujarat High Court
  - Drafting and research for licensing agreements
  - Research work on judgments and contemporary issues for monthly newsletter
6. **Intern, A.K. Singh & Associates, New Delhi (May- June 2012)**
  7. **Intern, Wadia Ghandy & Co., Ahmedabad (November 2011)**
  8. **Intern, Accendo Law Partners, New Delhi (May- June 2011)**
  9. **Intern, GIDC (Gujarat Industrial Development Corporation), Gandhinagar (February 2011)**
  10. **Intern, Additional Solicitor General Harin Raval, New Delhi (November- December 2010)**
  11. **Intern, Advocate Umesh Trivedi, Bhavnagar (November- December 2009)**
  12. **Intern, Human Rights Law Network, Ahmedabad (November- December 2008)**

#### **PUBLICATIONS & PRESENTATIONS**

- Presented paper titled “*Aatmanirbhar Bharat*, a Digital Revolution and Handloom Heritage- Assessing Social Justice Aspects of India’s IP Regime” at 04<sup>th</sup> IPIRA Conference (February 2022)
- Co-authored book published by Routledge (Taylor & Francis Group) titled “Geographical Indications of Indian Handlooms- Between Legal Right and Real Right” (2021)
- Presented paper titled “The Folklore Legacy: Contemplations to Preserve What Was Made in India” at SYMROLIC by Symbiosis Law School (2021)
- Presented a talk titled “World Intellectual Property Organization and its Role in IPR” at a National level webinar organized jointly by Shri Venkateshwara College of Pharmacy, Puducherry and GNLU Centre for IPR (2020)
- Co-authored paper titled “From Digital Footprint to Digital Shadow- Is a Right to be Forgotten, possible?” published in UPES Journal of Law and Technology (2019)
- Presented paper titled “IPR for Innovators and Start-ups” at Student Start-Up Meet, held by Education Department, Government of Gujarat, KCG Campus Ahmedabad (2018)
- Presented empirical research project titled “Adding Life to Centuries’ Dying Art: A Comparative Market Analysis between Tangaliya Shawls and Kutch work Shawls” at 3<sup>rd</sup> Works-In-Progress Conference “IP Scholars Asia”, organized by Singapore

Management University (2018)

- Co-authored paper titled “Walking Down an un-FRANDLY Road, India Searches for Answers” for 4<sup>th</sup> International Conference on Management of Intellectual Property Rights and Strategy at IIT-B, 2017
- Co-authored paper titled “Human Rights vis-à-vis Patent protection: A case study of Novartis AG v. Union of India”, published in Commonwealth Law Review (Vol. 3.1), 2017
- Presented paper titled “From Digital Footprint to Digital Shadow- Is a Right to be Forgotten, possible?”, at 3<sup>rd</sup> (CoLS) International Conference on Law & Technology, UPES Dehradun (2017)
- Practical Lawyer (Magazine) publications (2018 - 2020):
  - Article titled “Human Rights and Rights in Intellectual Property — Fixing the Framework for a Better Tomorrow” (2020) PL (IPR) April 88
  - Article titled “The Law of Geographical Indications- It is Time to Protect the Protector” (2019) PL (IPR) September 89
  - Article titled “Trade Secrets- Intellectual Property’s Underdog” (2019) PL (IPR) April 90
  - Article titled “IPR & 3D Printing- The Legal Treatment to Disruptive Technology”, (2019) PL (IPR) January 91
  - Article titled “Recognizing Geographical Cultures as Intellectual Property”, (2018) PL (IPR) November 83
  - Article titled “Moving towards better integration of Energy Innovation and Intellectual Property” (2018) PL (IPR) September 89
  - Article titled “Broadening horizon of rights in a technological world”, (2018) PL (IPR) July
  - Article titled “Protecting Traditional Knowledge: India story till date” (2018) PL (IPR) April
  - Article titled “Hashtag Trademarks: An unpleasant reality of IP protection”, (2018) PL (IPR) March