



C o m p a n y P r o f i l e

RAZA & ASSOCIATES – ATTORNEYS AT LAW
412 L BLOCK, PHASE V,
DHA, LAHORE, PAKISTAN
PH: +92(0)42-7742268-9
WWW.RAZA-ASSOCIATES.COM

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About US

Raza & Associates (R&A) is a boutique intellectual property (IP) and corporate law firm based in Pakistan and presence in the USA, UK, Australia, Saudi Arabia and the UAE.

IP issues are becoming increasingly complex because of three different and interrelated phenomena, i.e., globalization of trade, technological advancements and growing complexity of IP regimes given the evolution of our understanding of what entails IP. At Raza & Associates (R&A) we understand this complexity and help our clients manage it for achieving and sustaining business growth.

We have an exclusive client portfolio that include fortune 500 companies as well as Pakistan's largest textile conglomerate, oldest industrial group, largest micro finance bank and biggest paper and board manufacturer.

With global vision and local focus, we are uniquely placed to help our local and international clients achieve growth through IP assets leveraging. For the societies we operate in this means supporting innovation, leading to development of better products and services for the consumers.

With over ten years of rich experience and an unmatched growth, we are big enough to handle multidimensional legal issues and small enough to pay special attention to the specific needs of each of our clients.

Our sector experience covers all major industries including telecommunications, banking, insurance, education, media, information technology, domain names, retailing, fashion, pharmaceuticals, food and beverages, agriculture products, energy, textiles, furniture and foam manufacturing, etc.

Our multiple offices provide us proximity to both regulators and to our clients. Our attorneys include the most experienced names in IP law with local focus and international outlook; providing preeminent advice in an increasingly global business world.

We have to our credit success in high profile-high stake infringement cases, enforcement of IP rights through courts and law enforcement and oppositions and rectifications of long and chronic infringements. Our teams in IP surveillance, anti counterfeiting and infringement raids ensure that our clients are kept aware of the IP related risks and supported in on-ground enforcement.

Our Services

Our services cover all instruments of IP domain, i.e., Trademark, Copyright, Design and Patents and all stages of business cycle; planning, establishing, consolidating and growth.

Planning: Advice on IP strategy to establish IP assets, secure IP rights, manage risks and leverage investments;

Establishing: Registering and protecting IP rights;

Consolidating: Strengthening IP rights, maximizing risk protections and continuous market surveillance; and

Growth: Leveraging and monetizing IP assets to ensure faster business growth.

Trademark Services

Establishing, promoting and protecting brand names, slogans, punch lines and packaging is the first step in adding value to products and services.

We help our clients protect brand images by working closely with the IP regulators, courts, law enforcement, police and customs authorities. Our Trademark Services include:

- Trademark portfolio management;
- Trademark search clearance, filings, registrations and oppositions;
- Handling infringement, counterfeiting and unfair competitions;
- Litigation, launching criminal proceedings, enforcement, raids and seizure;
- Dispute resolution, arbitration and negotiations; and
- Acquisition, disinvesting, assignment, franchising and licensing;

Copyright Services

Our Copyright Services are designed to help our clients benefit from the developments in the multiple areas of information technology, web domains and contents, media, literary works, entertainment software and the increasing awareness of copyrights issues, especially in the Asian markets.

- Copyrights filing and registrations;
- Securing domain names, web contents, soft wares, media contents, literary works, etc;
- Investigation, surveillance and due diligence;
- Ant piracy and enforcements; and
- Copyright licensing and assignments

Design and Patents

Protecting rights of inventors and designers supports creativity and innovation. Our Design and Patent Services are structured to help our clients in being ahead of competition through protection of their creative endeavors.

- Design and patents filing and registrations;
- Licensing patent and design rights;
- Acquisitions, disinvestments, licensing and assignments; and
- Infringements, litigations and enforcements

Market Surveillance Services

Our uniquely designed Market Surveillance Services (MSS) continuously reviews risks to IP assets of our clients, update IPR holders and support in IPR protection and enforcements. All our clients as well as selected potential clients receive information through our MSS Free of Cost.

- Review of regulatory publications and market watch;
- Reporting and prosecuting infringement and counterfeiting; and
- Risk assessment of deceptive trade names and marks

Corporate Law Services

Our Corporate Law Services ensure that our clients have access to a full range of corporate legal advice to protect commercial interests.

Our Corporate Law team thrives on understanding of the regulatory environment, compliance issues, risk assessments and advising on business to government and business-to-business relations

- Regulatory and Tax compliance;
- Company incorporations, registrations and memberships, etc;
- Corporate contracts, agreements, deeds and other legal documentation for licensing, rents, lease, titles, franchising, distributorships, representations, assignments, etc; and
- Human resource management systems and labor laws.

Why Raza & Associates?

Raza & Associates helps clients in ensuring that IP assets add to the business profitability rather than to its overhead costs. We act as our clients' partners-in-growth by providing value advice to optimize strategies for establishment, protection and leveraging IP assets.

Our services help clients focus on their core business and indulge in value addition through branding while we, as partners, provide continuous deterrence against unfair competition. We help clients manage risks of illegal use of trade marks, brand image dilution and unfair competition, through use of deceptively similar brand names, infringements and counterfeiting.

Our partnerships with clients ensure that right full profits of businesses are intact, market shares are not depleted through unfair business competition and that the businesses can focus on growth without having to worry about infringement of their IP rights.

With our extensive experience, multiple offices, ideal firm size, networking with regulators and enforcement agencies and a dedicated team, we offer customized IP solutions based on specific needs of each of our clients.

Raza & Associates: Selected Clients¹



¹ Client represents a firm, company or individual represented by R&A or any of its associates for provision of legal advice and services.



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