

PROFILE - CHANDER M. LALL

MANAGING PARTNER

LALL & SETHI

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Chander M. Lall is an Advocate registered with the Bar Council of India, with practices in the Supreme Court of India and the Delhi High Court, in addition to other High Courts around the country - in particular Bombay, Calcutta and Madras. He was the first Indian and the only second South Asian to be nominated on the Board of Directors of the New York based International Trademarks Association (INTA), a position he served between 1998 and 2000.

He was also the Chairperson of the World-Wide Anti Counterfeiting and Enforcement Committee at INTA for a two year term. He is the contributing Author and Editor for the publication entitled "Trademark Anti-Counterfeiting in Asia and the Pacific Rim". He has also authored the chapter on Indian law in both the editions of the publication of INTA entitled "Trademark Law and the Internet". He has the distinction of being listed in The International Who's Who of Trademark Lawyers, having been nominated as one of the World's leading practitioners in the field of trademarks.

A frequent speaker at various conferences around the world including those organised by INTA Annual Meets, PTMG, LAWASIA and LES, his articles on intellectual property laws have appeared in numerous leading publications, including "The Trademark World" and "Entertainment Law Reports" and "IP Worldwide". He is on the WIPO Panel of speakers for their Training of Trainers (TOT) Programs, and has represented WIPO at TOT programs in Thailand, Qatar and Indonesia.

Mr. Chander Lall was the all-India counsel for anti-piracy operations of the Motion Picture Association - International (MPA), an association of the 7 leading Hollywood studios, a position he served between 1994 and 2008. He also represented a number of Hindi film producers in this regard. He has been responsible for path breaking strategies for the film industry to combat piracy. One such strategy resulted in a decision affirmed by the Supreme Court of India which

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was responsible for reducing piracy of films through cable networks from a high 90% to the current 25%.

On the patents side, Mr. Lall pioneered the concept of outsourcing in relation to patent drafting. In collaboration with a U.S. based patent firm, Mr. Lall set up the first back office in India for drafting patent specifications. The very first hire by a law firm from the Indian Institute of Technology (IIT) was made by him. Indeed outsourcing of patent drafting to India is a multi billion dollar industry in India today.

On the policy side, Mr. Lall was a member of the Core Group on the amendments to the Copyright laws in India.

On the pharmaceutical side Mr. Lall advises and represents some of the leading pharmaceutical companies including Pfizer, Eli Lilly, Bayer and Merck and has been at the forefront of issues relating to availability of generic drugs. He is an active member of the international organisation PTMG (Pharmaceutical Trade Marks Group) and has been selected to speak at their Annual Meeting in Prague in October 2011. He has also written several articles on how third world countries can beat the IP conundrum.