



PRIYA RAO,
FOUNDER,
PRIYA RAO & ASSOCIATES

As a reputed IP regulations lawyer, Priya has represented many huge companies and is presently proprietor of the firm, Priya Rao & Associates.

**YOU REALLY HAVE TO
ROLL UP YOUR SLEEVES
TO WORK YOUR WAY
UP TO MAKE YOURSELF
SUCCESSFUL**

PRIYA RAO

A VISIONARY LEADER & LAWYER SETTING NEW BENCHMARKS USING HER EXPERTISE IN IP REGULATION & CRIMINAL ENFORCEMENTS

Being a successful professional doesn't qualify anyone as a successful leader. A leader is someone motivated by a vision or set of goals and pushes everyone alongside him/her to achieve the target together. Coming to law firms, lawyers usually start their career by practicing under a firm while gaining experience over time. While working for a law firm can be a secure career choice with both money and fame involved, Priya Rao had to prove a point. As a reputed IPR lawyer who has advised as well as represented several Fortune 500 Companies both nationally and internationally for over 24 years, Priya had a highly successful job as an Equity Partner at a reputed law firm. However, to achieve her dream of setting up her own law firm, she resigned from her job of 15 years and started Priya Rao & Associates. Starting during the pandemic, her diligent efforts and out-of-the-box management practices to resolve constraints have helped the organization gain momentum.

In an exclusive interview with Women Entrepreneur, Priya shares her motivation behind practicing law, the motivation behind the inception of Priya Rao & Associates, and much more:

Shed some light on your early educational journey and the prior industry experience that you bring to the table. What motivated you to foray into the field of law?

Apart from my LLB from Delhi University, I am also a Commerce graduate. As a commerce student, I was pursuing ICAWI and CS. I was aspiring to be a Company Secretary while pursuing law but eventually fell in love with the subject of law. I started practicing

law from Chambers of Supreme Court Advocate in 1998. Since then, I have worked with some of the most reputed law firms in intellectual property rights. The best part of being a lawyer is that law is an ever-evolving field. Even after practicing intellectual property rights for close to 25 years, I still feel there is so much to learn. And that's the beauty of it.

What prompted you to venture out on your own to establish Priya Rao & Associates? In your opinion how does the firm differentiate itself from its contemporaries in the industry?

After completing my LL.B in 1998, I have worked for many law firms in intellectual property rights, represented many big brands, and faced many challenges over the last 24 years. However, I always had this burning desire to start my law firm. So, in November 2019, I resigned from my position as an equity partner of a very leading law firm in intellectual property rights, where I was worked for 15 years, and decided to create my establishment. Even some of my former colleagues believe in the firm as well as in me and came on board. What I have learned throughout the last 24 years has been implemented in the firm.

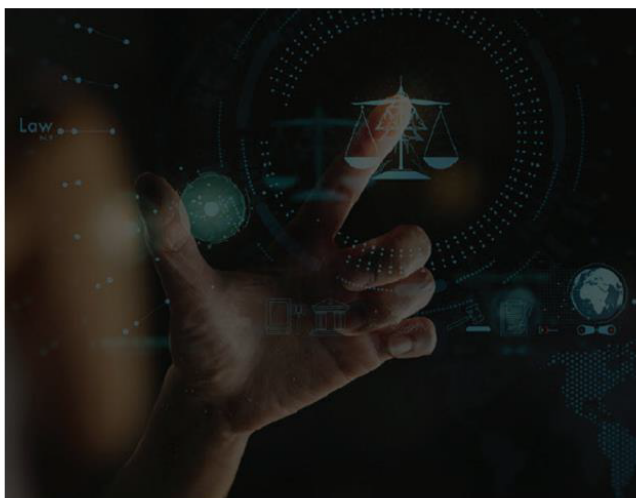
Priya Rao and Associates is a full-service intellectual property boutique law firm providing legal solutions in trademark, copyright, patent design, plant variety, prosecution, advisory, mergers & acquisitions, and criminal enforcement of IP rights. We follow the paperless practice at our firm and have the most secure IT systems to secure client data, information and e-Files. As lawyers, we need deal with lot of papers and documents data and that constrains us to work from office. But because of the e-File implementation, we are, as a firm, basically working remotely. By implementing the paperless system, we also get a competitive edge by offering cost-competitive services to our client.

What are the various roles & responsibilities that you currently shoulder at Priya Rao & Associates? What are some critical leadership philosophies or mantras that you follow to succeed as a business leader?

As the founder, starting from managing the practice to handling clients, I am involved in every step. I believe in finding the right professionals and resources and then delegating the responsibilities. The leadership mantra that I believe in is to trust your colleagues. Be clear and transparent. At the same time, be extremely professional and polite.

What have been some of the most significant milestones that you have achieved so far in your professional journey?

In terms of milestones, I've been very fortunate as whatever targets I set out for myself, I usually achieve them. I always wanted to be a reputed IPR lawyer and get opportunity to handle challenging issues and in the last 24 years I have been able to successfully handle several challenging issues for my prestigious clients. Coming to another milestone, I may be the only woman enforcement lawyer who has done personally a lot of criminal law enforcement. Coming to the third milestone, I had the desire to prove to myself that I can make an entity or set up a firm of my own as big as what I admired others for. So, taking the risk and setting up my firm that too during the pandemic time would be the third milestone that I have achieved.



Drawing from your experience as a successful business leader, what would your advice be to young women and girls who also aspire to become business leaders and entrepreneurs in the future?

I enjoy working with youngsters and I get my energy from them. The youngsters nowadays have a lot of clarity. The advice I would like to give to the young entrepreneurs is to work hard. There is no second to hard work. Success doesn't happen overnight. We have to have patience and hack into hard work. You really have to roll up your sleeves to work your way up to make yourself successful. Let no situation circumstances change your vision. [WFA](#)