

Priya Rao & Associates: Boutique IP Counsel Built for Business-First Brand Protection

In a market where brand equity can be built in years and lost in moments, intellectual property strategy has become a boardroom priority—not a back-office formality. Named Best Law Practice Business of the Year – 2026 (India) at the Global 100 Awards, Priya Rao & Associates stands out as a boutique IP practice that pairs deep legal capability with commercial clarity, helping businesses protect, manage, and maximise the value of their intangible assets in India and beyond.

The firm's proposition is straightforward: turn complex IP challenges into clear, actionable decisions. That means advising leaders not only on what the law allows, but on what makes sense for the business—how a trade mark strategy supports expansion, how enforcement protects revenue, and how licensing and technology decisions can unlock value without exposing the enterprise to avoidable risk.

At the core of this approach is experience delivered with boutique agility. The practice is led by Priya Rao, who brings over 28 years of hands-on IP law experience. Supporting her is a team with an average of around 20 years in practice—an important differentiator in a discipline where nuance, jurisdictional knowledge, and procedural judgment often shape outcomes as much as black-letter law. With a lean structure, the firm is designed for responsiveness and personalised client service, enabling decisive action when timelines are tight and reputational stakes are high.

Priya Rao & Associates is also recognised for versatility across sectors. From brand-led industries such as luxury goods and fashion to innovation-driven fields including technology and pharmaceuticals, the firm advises on the full lifecycle of brand and innovation protection. Its service suite spans trade mark clearance, prosecution, and enforcement; anti-counterfeiting and market surveillance; and transactional agreements that support commercialisation, collaboration, and distribution.

The firm also advises on technology law, data protection, and licensing, reflecting how modern IP strategies increasingly intersect with digital operations and regulated data environments.

For businesses operating across borders, the firm's value is amplified through cross-border portfolio management supported by a network of international associates. This global orientation helps brand owners coordinate filings, maintain consistent rights management, and align enforcement strategies across jurisdictions—especially important for companies scaling into new markets or managing multi-country portfolios with varying risk profiles.

Industry recognition has consistently reinforced the firm's standing. Priya Rao & Associates has been acknowledged among "IP Boutiques of the Year" by Asia IP (2022) and ranked as a Notable Firm in trade mark prosecution by Managing IP's IP STARS (including 2024 and 2025), with further inclusion in the IP STARS Asia-Pacific rankings (2026). The firm has been recognised by WTR 1000 among the world's leading trademark firms for prosecution and strategy (2024), earned Bronze – Recommended for enforcement & litigation and prosecution & strategy (2025), and has been ranked again by WTR 1000 for enforcement, litigation, prosecution, and strategy (2026). Additional honours include being recognised as Best IP Legal Firm by Lawyer International Legal 100 – 2026.

Ultimately, this Global 100 recognition reflects what clients require now: counsel that is precise, proactive, and business-aligned. Priya Rao & Associates has positioned itself as that partner—helping innovators and brand owners build defensible portfolios, respond to infringement with confidence, and translate IP from a legal necessity into a strategic advantage.

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