



IDENTITY MATTERS

# PEHCHAAN I ZARURI HAI





# AUR APKI PEHCHAAN KI SURAKSHA SARVOPARI HAI!

We understand that your business, its ideas, and every asset is most precious to you and we want you to have it as secured as your tangible assets. That is exactly where we come in!

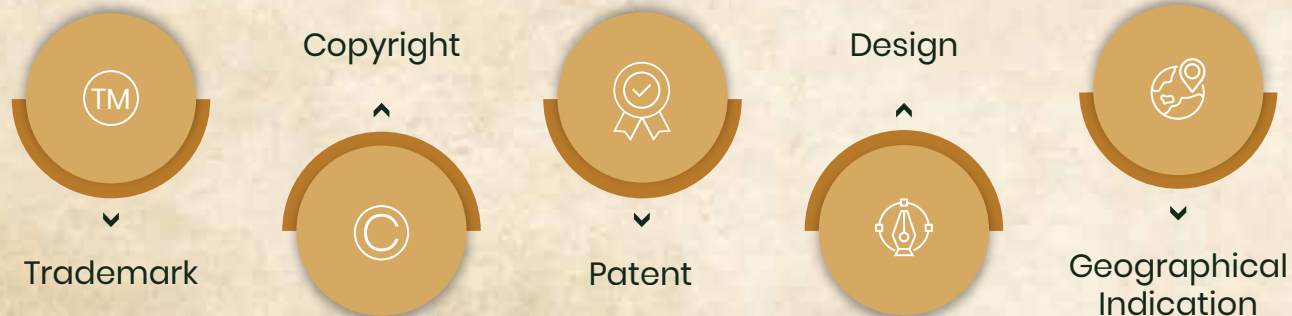
We help you safeguard your Intellectual properties (IP) and also strategize your path ahead with the same.



# AAIYE, IP SE MULAKAAT KAREIN

Intellectual property (IP) is a legal term that refers to the rights given to creators over their creative works, such as inventions, literary and artistic works, designs, symbols, names, and images used in commerce. These rights, like copyright, patent, trademark, etc., protect the creator's original work and allow them to benefit commercially from it.

## IP mein kya hoga?

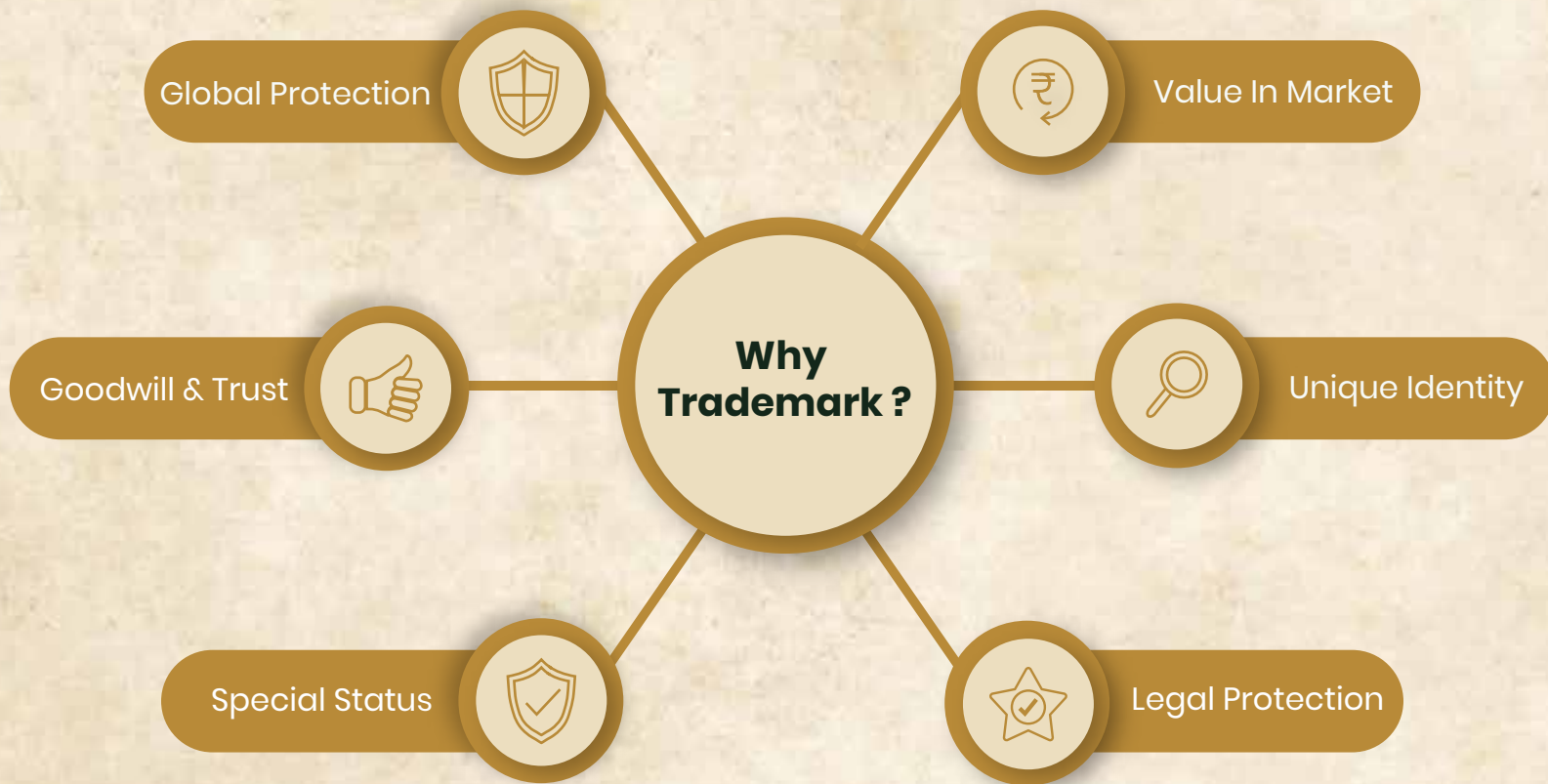


# IP KI AKHIR ZARURAT KYA HAI BUSINESS MEIN? EK EK KARKE JAANTE HAI...

## Why IP is necessary?







## Why Copyright?



## Why Design?

01

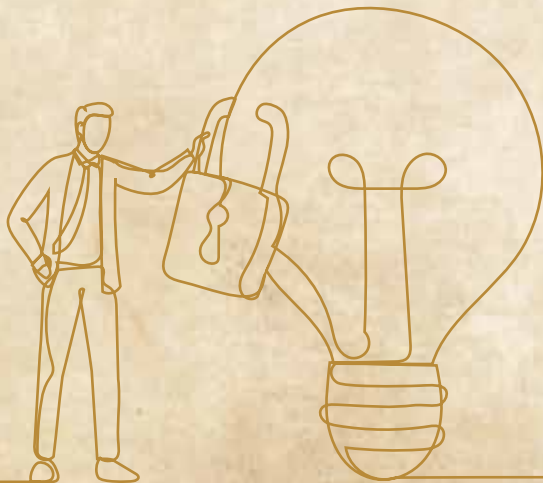
Exclusive to the owner

02

Exclusive right to sue

03

Design sells the article faster



## Why Patent?

01

Competitive Advantage

02

Excludes others from using, selling or importing

03

Helps in raising Capital

04

Sell or rent invention

05

Can own it for a period of 20 years



AUR APKI PEHCHAN KO HUM BAKHOONI JAANTE HAI KYUNKI...

### Why choose Us?

**365+**

Applications processed  
every year

**100+**

Legally safeguarded  
clients

LAST BUT NOT THE LEAST

**200%**

Trust & Transparency

**100%**

Commitment to Strategy

**360°**

Marketing Solution

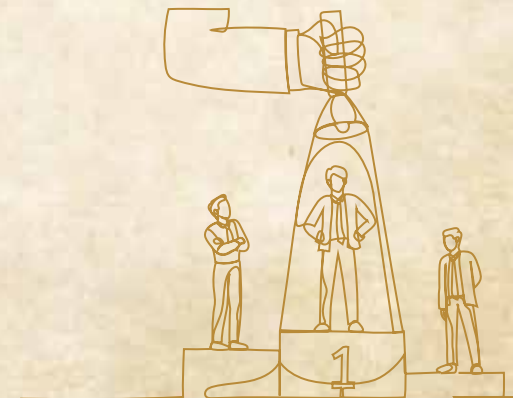
# HUM BEHTAR KYUN HAIN?

## IP Portfolio Management

We recognize your intellectual property through thorough research, file applications and ensure that your IP is legally protected by keeping track of renewal dates and fees to maintain your IP rights. Assessing the financial value of the IP asset, Using IP to create business values, Watching unauthorized use of your IP and taking action if others infringe on your rights, we create a strategic plan on how IP will support your overall business goals.

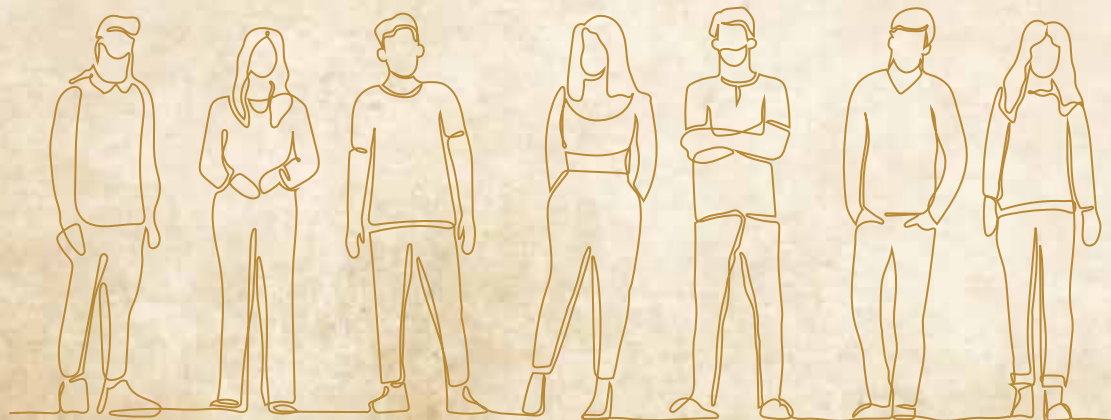
## IP Litigation

We become medium to resolve disputes related to intellectual property rights through legal proceedings. It includes enforcing IP rights against unauthorized use, defending against infringement claims, seeking damages or injunctions, and negotiating settlements. Our goal is to protect the value and integrity of IP assets, ensuring they are used lawfully and strategically.



# HUMARA PARICHAY? KARWATE HAIN, KARWATE HAIN...

We started out in Shahibaug, Ahmedabad in 2001, blossoming into a fully established firm by 2007. Under the astute leadership of MR. MADANLAL R. VAISHNAV, MR LEGAL CONSULTANTS expanded in 2016, setting a new benchmark for excellence. In 2020, our founder Pratik took his expertise to the Gujarat High Court, and in 2021, we embraced a new era as Mohar IP. At this time, Manush Prajapati joined Mohar with his expertise in real estate, boosting our knowledge base. Our ethos is built on cooperation, trust, tenacity, and innovation, ensuring we blend legal acumen with commercial insights to provide comprehensive IP solutions.





# AUR CHALIYE MILWATE HAI MOHAR KE PICHHE WALE CHEHRE SE...



**PRATIK M. VAISHNAV**

**MACJ, PGDIPR, LLM**

**“GREAT STORIES HAVE  
HUMBLE BEGINNINGS!...”**

From the electric energy of NEWS 18 INDIA’s newsrooms to the revered chambers of the Gujarat High Court, my journey has been driven by a relentless pursuit of knowledge and justice.

With a Commerce degree from SMPIC and Master’s degree in Communication and Journalism from KC College, I ventured into the realm of journalism at NEWS 18 INDIA. The call for a deeper impact led me to the world of law. With an LLB degree in hand, I delved into the nuances of intellectual property rights with a Post-Graduation Diploma from GNLU, followed by an LLM in Human Rights. These pursuits actually broadened my horizons on social justice, equality, and the power of advocacy.

MOHAR—our seal of trust and cooperation—is more than just a concept; it’s a homage to my father, MADANLAL R. VAISHNAV. The initials M and R, prominent in our logo, are not only a nod to his legacy but also a symbol of the resilience, innovation, and strategic vision that guide us.

MOHAR IP SOLUTIONS stands as a beacon, a legacy carved from respect for my father’s accomplishments—a legacy of trust and justice that I am determined to uphold and pass on.

## OUR TEAM



**MADANLAL R. VAISHNAV**

M.Com, LLB  
**(Advocate & Tax Consultant)**

Hold prowess in safeguarding our  
Intellectual Property & the  
finesse of a tax consultant.



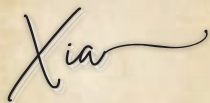
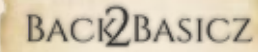
**HIMADRI J. DAVE**

MSC, LLB  
**(Advocate & Patent Agent)**

Patent Attorney & IP Strategist,  
protecting your innovation with  
legal expertise.



## HUMNE KAAM KYA KIYA HAI?







 KATHAKAAR

 HILLSSON

  
HARFAMMAULA  
FILMS

  
HAVELOCK  
CINEFLIX  
CINEMAS

**Rapidcrew**  
Your Workforce. Accelerated

**TBS.**

  
STANDEE  
WALA

  
FASTQUIK

  
PILLAR OF ECONOMY

  
DOLPHIN TOYS

  
MICO-NEX

  
PRIMARK  
SPORT

  
LGM  
BROUGHTON MATAIA

  
अनंता  
POOL VILLA / WEEKEND HOME

  
THE GRASSLANDS

THE  
MILLENNIA

**SHREEKAR elite**  
A 3 BHK LIVING SPACE & SHOP

CRESTORIA



## HUMARE BAARE MEIN LOG KYA BOLTE HAI?



**BODY TALES**

MOHAR IP Solutions provided exceptional services to my brand Body Tales a cosmetics brand. They wholeheartedly ensured their uniqueness through trademark protection. Their expertise, professionalism, and personalized approach made the process seamless, ensuring the exclusivity of our cosmetics range. We wholeheartedly recommend MOHAR IP Solutions for reliable intellectual property services.

**AMAN BACHHAWAT**  
**(DIRECTOR) JAIN SOAPS PVT. LTD.**







**STAY POSH**

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MOHAR IP Solutions helped FREEDOM INTERNATIONAL, in navigating e-commerce platforms like amazon and insta-mart, boosting our online visibility for our FMCG brands and secure their trademarks. Their expert guidance and personalized support ensured that our brand's intellectual property was protected, allowing us to reach a broader audience. Highly recommended for success in the digital marketplace.

**AMIT VAISHNAV**  
**(FOUNDER) FREEDOM INTERNATIONAL**





**JUST AUTO LLP**

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MOHAR IP Solutions revolutionized JUSTAUTO's start-up venture by protecting our unique mobile application concept and brand identity. Their expertise in intellectual property ensured trademarks were secured, allowing the app to gain recognition and trust in market. Highly recommended for any start-up seeking reliable intellectual property solutions.

**NAVEEN SHARMA**  
**(FOUNDER & CEO) JUSTAUTO LLP**





**SHASHWAT GROUP**

“


MOHAR IP Solutions provided exceptional support and expertise in creating a brand identity and innovative designs for us. Their team went beyond designing logos, securing intellectual property rights, registering trademarks, and providing strategic IP advice. Their dedication and personalised approach made our team feel valued, ensuring that our real estate projects stand protected and continue to shape the cityscape.

**PRINCE PATEL**  
**(DIRECTOR) SHASHWAT GROUP**





AUR SUNIYE... KARMA NA KARNA BHI EK KARMA HAI  
AUR YEH DECISION AAPKO AAGE MEHENGA PAD SAKTA HAI!

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**YOU MAKE IT, WE MARK IT!**