



BUSINESS PLAN · INDIA

IP & Trademark Attorney Practice

Trademark, copyright, design & patent filing and enforcement in India

LEGAL

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out an **IP & Trademark Attorney Practice** in India — a specialist firm handling trademark search, filing, prosecution, opposition and renewal; copyright registration; patent provisional/complete filing coordination; design registration; and IP licensing and advisory for businesses, startups and creators.

As brands, content and innovation proliferate, protecting intellectual property has become essential — yet IP filing is procedural, deadline-driven and specialised, and most businesses need expert help. Trademark work alone is high-volume and recurring (filings, renewals, oppositions), making a focused IP practice a scalable, annuity-rich business.

The promoter — a trademark agent/attorney (advocate or registered TM agent) — seeks total funding of **₹5.5 lakh** (₹2.0 lakh promoter + ₹3.5 lakh term loan, eligible under PMMY-Mudra / CGTMSE), targeting **₹30 lakh** revenue in Year 1 and **₹78 lakh** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: An IP-protection partner that secures and defends clients' brands, content and inventions — efficiently and reliably, from search to registration to enforcement.

Vision: To be the trusted IP partner for India's businesses, startups and creators.

Mission: Protect every client's IP with rigorous filings, timely prosecution and sound strategy.

Legal structure options

- **Sole proprietorship / attorney practice** — simplest entry.
- **LLP** — recommended as the team grows; credibility and limited liability.

Professional note: trademark filing/prosecution is done by advocates or registered trademark agents; patent filing/prosecution requires a registered patent agent (technical qualification) — the firm partners with a patent agent for patent work while owning TM, copyright, design and IP advisory. BCI advertising norms apply to advocate-led practice.

3. Promoter & Ownership

Led by a promoter qualified as a trademark agent/attorney with IP experience. Delivery uses IP associates and paralegals for search, filing and docketing under supervision, with a strong docketing/deadline system. Year-one ownership rests with the promoter; associates are added as volume grows. Ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India sees very high and rising volumes of trademark applications, alongside growing copyright, design and patent activity, driven by brand proliferation, startups, D2C and the creator economy. IP awareness is increasing, and the procedural, deadline-bound nature of IP work sustains steady demand for specialists — with renewals and oppositions adding annuity revenue.

Demand drivers

- **Brand proliferation:** every business needs trademark protection.
- **Startup & D2C boom:** new brands filing trademarks and designs.

- **Creator economy:** copyright registration and licensing demand.
- **Renewals & oppositions:** recurring, annuity-like IP work.
- **Rising IP awareness & enforcement:** more protection and disputes.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Businesses, startups & creators needing IP protection in India	Very large
SAM	Reachable brand owners & creators in region/segments	Large
SOM (Yr 1-3)	IP filings & matters handled	300 → 900 filings

Target segments

- Startups and D2C brands registering trademarks.
- SMEs protecting brand names, logos and designs.
- Creators and media businesses needing copyright.
- Innovators needing patent/design filings (via patent-agent partner).

5. Competition & Competitive Advantage

Landscape: IP boutiques, general law firms, individual TM agents, and online IP-filing platforms. The firm differentiates on expertise, strong search/strategy, reliability on deadlines and transparent pricing.

The firm's edge

- **Robust search & strategy** — reducing objections and refusals.
- **Reliable docketing** — never a missed deadline or renewal.
- **End-to-end IP** — TM, copyright, design and IP advisory in one place.
- **Transparent, fixed pricing.**
- **Enforcement capability** — oppositions and infringement notices.

6. Services & Pricing

Service	Model	Indicative fee (₹, prof. + govt.)
Trademark search & advice	Per mark	1,000-5,000
Trademark filing (per class)	Per application	3,000-12,000 + govt. fee
TM objection/hearing/opposition	Per matter	5,000-50,000
Copyright registration	Per work	4,000-15,000
Design registration	Per design	6,000-25,000
Patent filing (with patent-agent partner)	Per application	25,000-1,50,000+
IP licensing / assignment & advisory	Project	10,000-1,00,000
Renewals & watch service	Per mark / annual	Recurring

Filings drive volume; oppositions, renewals, watch services and licensing create recurring, annuity-like revenue across the IP lifecycle.

7. Go-to-Market — Marketing & Sales (within BCI norms)

- **Startup & SME ecosystems:** incubators, D2C communities and business networks.
- **Referrals:** CAs, lawyers, brand/design agencies and existing clients.
- **Compliant content:** educational material on brand protection.
- **Partnerships** with branding, design and CS firms.
- **Renewal & watch programmes** that retain clients over years.

Sales approach

First filing → satisfaction → portfolio management (renewals, watch, new marks) → referrals. Build a portfolio book that renews and grows.

8. Operations Plan

- **Location:** a lean office or remote-first setup; delivery is largely digital via the IP Office portals.
- **Process:** search → advice → filing → prosecution (objections/hearings) → registration → renewal/watch. Strong docketing tracks every deadline.
- **Technology:** IP-management/docketing software, search tools, and a client portal.
- **Quality & ethics:** attorney review; conflict checks; confidentiality; deadline discipline.
- **Capacity:** an associate + paralegal pod handles high filing volume; scale by adding associates.

IP lifecycle work

Stage	Work	Revenue type
Search & filing	Clearance, application	Per matter
Prosecution	Objections, hearings	Per matter
Registration	Grant	Per matter
Maintenance	Renewals, watch	Recurring
Enforcement	Opposition, notices	Per matter

9. Regulatory, Licences & Compliance (India)

- **Qualification:** registered trademark agent / advocate for TM work; registered patent agent (partner) for patents.
- **Firm setup:** proprietorship or LLP; PAN/TAN; **GST registration** (fees attract GST; government fees are pass-through), professional tax and Shops & Establishments as applicable.
- **Professional conduct:** Advocates Act/BCI norms (for advocates); confidentiality; IP-office procedures.
- **Data protection** aligned to the DPDP Act; secure handling of client IP and data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / IP Attorney	1	1	1
IP Associate	1	3	4
Paralegal / Docketing	1	2	3
Admin / Client Support	0	1	1
Total	3	7	9

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Entity, docketing software, patent-agent tie-up, network
Launch	Month 1-3	First filings; prosecution workflow set
Traction	Month 4-9	Growing filing volume; renewals/watch; break-even nears
Scale	Year 2	Portfolio management; enforcement work; second associate
Growth	Year 3	900 filings/yr; annuity renewal book

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. Government fees are pass-through and excluded. They are not projections of guaranteed results.

12.1 Project cost & means of finance

Capital requirement	₹
Office & fit-out	1,10,000
Computers & IT (3)	1,50,000
IP docketing & search software	70,000
Branding, website & setup	50,000
Deposits & pre-operative	50,000
Working-capital buffer	1,20,000
Total project cost	5,50,000
Promoter contribution	2,00,000
Term loan (Mudra / CGTMSE)	3,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Trademark filings & prosecution	17,00,000	32,00,000	42,00,000
Copyright, design & patent (with partner)	7,00,000	14,00,000	20,00,000
Renewals, watch & licensing	6,00,000	12,00,000	16,00,000
Total revenue	30,00,000	58,00,000	78,00,000
Salaries & wages	14,40,000	27,00,000	35,00,000
Rent & utilities	2,20,000	2,80,000	3,40,000
Software & subscriptions	1,60,000	2,40,000	3,00,000
Marketing & networking	1,40,000	2,20,000	2,80,000
Admin, travel & misc	2,40,000	3,40,000	4,40,000
Interest on term loan	38,000	28,000	16,000
Total expenses	22,38,000	38,08,000	48,76,000
Net profit (before tax)	7,62,000	19,92,000	29,24,000
Net margin	25.4%	34.3%	37.5%

12.3 Unit economics & break-even

- **Per filing:** ~₹5,000 professional fee blended (excl. govt. fee); prosecution and renewals add recurring value.
- **Break-even:** a steady filing flow plus renewals — reached around month 8-9.
- **Annuity:** renewals and watch services compound a recurring revenue base over years.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,20,000	90,000	1,55,000	2,80,000
Collections	4,80,000	7,00,000	8,80,000	9,90,000
Operating outflows	4,80,000	6,05,000	7,25,000	8,40,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	90,000	1,55,000	2,80,000	4,00,000

Filing volume plus renewals give a steady, growing cash line; the buffer covers early client-building.

12.5 Key Performance Indicators to Monitor

- **Volume:** filings/month; portfolio size (marks under management).
- **Quality:** objection/refusal rate; deadline adherence (100%).
- **Annuity:** renewal-conversion %; watch-service subscriptions.
- **Economics:** revenue per filing; filings per associate; % recurring.

13. Funding Requirement & Bankability

Total ask: **₹3.5 lakh term loan** against ₹2.0 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE**. Year-1 net profit ~₹7.62 lakh against annual debt service of ~₹1.2 lakh gives a **DSCR above 3.0** — comfortably bankable, backed by annuity renewals.

13.1 Funding utilisation

Use of funds	₹	% of total
IT, docketing & search software	2,20,000	40%
Office setup & deposits	1,60,000	29%
Branding & setup	50,000	9%
Working-capital buffer	1,20,000	22%
Total	5,50,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Missed deadline / lapsed renewal	Robust docketing; reminders; professional-indemnity cover
Refusals / objections	Strong search and drafting; experienced prosecution
Commoditisation by platforms	Strategy, prosecution and enforcement value beyond filing
Patent-work dependence on partner	Reliable patent-agent tie-up; clear scope
Confidentiality	Secure handling; conflict checks; DPDP alignment

15. SWOT Analysis

Strengths High-volume, annuity renewals; scalable; broad demand; low capex.	Weaknesses Platform price competition; patent-work dependency; advertising limits.
Opportunities Brand & startup boom; creator economy; enforcement work; portfolio management.	Threats Online filing platforms; fee competition; procedural changes.

16. Recommended AiSevak Tools for This Business

This firm would use AiSevak's Legal vertical IP tools in delivery:

- **Trademark:** IP Trademark, TM Class Finder, TM Search Strategy, TM Exam Reply, TM Opposition.
- **Other IP:** Copyright Registration, Design Registration, Patent Provisional, IP Licensing.
- **Practice:** Business Plan and Unit-Economics tools to model and price the firm.

17. Key Assumptions & Notes

- ~300 filings/matters in Year 1 growing to ~900 by Year 3, plus renewals and watch.
- Blended ~₹5,000 professional fee per filing (excl. government fees) — replace with local pricing.
- Term-loan interest ~11% p.a., 5-year tenure; adjust to sanctioned terms.
- Government fees are pass-through; figures exclude GST on professional fees.

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