



ASV LEGAL

IP & SERVICE LAW LITIGATION TEAM

About ASV

ASV Legal LLP is a progressive, full-service law firm based in New Delhi, established with the vision of delivering strategic, high-quality legal solutions to clients across India and beyond. Since its inception in 2021, the firm has built a strong reputation for its professional excellence, forward-thinking approach, and relentless commitment to client success. At the heart of ASV Legal's ethos is a client-centric philosophy - providing clear, practical, and commercially sound legal advice tailored to the unique challenges of each matter.

The firm is led by experienced legal professionals with diverse expertise across practice areas. The leadership's vision drives ASV Legal's dynamic approach, combining analytical rigor with strategic foresight to achieve impactful results. Behind this leadership is a growing team of dedicated lawyers, associates, and support staff who contribute a rich blend of litigation experience, transactional acumen, and regulatory understanding. This breadth enables the firm to handle matters across multiple forums — from lower courts to High Courts, tribunals such as NCLT and NCLAT, and the Supreme Court of India.

Practice Areas

Intellectual Property Law:

We advise clients on the protection, management, and enforcement of intellectual property rights. Our practice includes trademark and copyright protection, licensing and assignment agreements, and enforcement actions in cases of infringement.

Service Law:

We represent ESIC in service-related disputes before courts and tribunals. Our work covers matters relating to recruitment, promotions, disciplinary proceedings, seniority, coverage payable by employers and retirement benefits, as well as constitutional remedies in service matters.

Constitutional Law:

Our team handles complex constitutional and public law issues involving fundamental rights, administrative action, and statutory interpretation. We regularly assist clients in writ proceedings and challenges to legislative or executive action before constitutional courts.

Commercial Litigation:

We represent companies, professionals, and individuals in a wide range of commercial disputes. Our practice includes insolvency, shareholder and partnership conflicts, recovery actions, and applications for urgent interim relief, with a focus on protecting our clients' commercial interests.



Practice Areas



Intellectual Property Law

Constitution Law

Service Law

Commercial Litigation



Intellectual Property Rights

The Intellectual Property practice is primarily litigation-focused, with a strong foothold in protecting and enforcing proprietary rights before courts and tribunals.

The team represents clients in:

Trademark, copyright, and design infringement actions

Passing off and brand protection disputes

Opposition, rectification, and cancellation proceedings

Enforcement and anti-counterfeiting actions

Contractual disputes relating to intellectual property rights

Disputes arising from licensing, assignment, and use of intellectual property

Disputes relating to ownership, use, and enforcement of intellectual property

Clients are assisted in safeguarding their intellectual assets through effective courtroom advocacy and strategic enforcement.

Service Law

The practice covers matters relating to termination, disciplinary action, service benefits, compliance, and industrial relations, with a strong focus on litigation and representation. The team advises and represents employers, institutions, and individuals in service and employment-related disputes across judicial and quasi-judicial forums, including but not limited to:

Labour Courts and Industrial Tribunals

Central and State Administrative Tribunals

Departmental and disciplinary proceedings

Constitutional & Public Law

The approach combines detailed legal research with focused and persuasive advocacy. The team regularly appears in matters involving constitutional and administrative law before the High Courts and Supreme Court, including:

Challenges to statutory, regulatory, and executive actions

Matters involving public authorities and regulators

Judicial review of administrative decisions

Client Stories and Case Highlights

- We have defended a well established restaurant in a high-stakes trademark infringement suit involving the right to use the mark before The Hon'ble Delhi High Court.
- We have also represented our clients before the Hon'ble Supreme Court in matters involving constitutional questions, including those relating to religious denominations, as well as cases raising substantial questions of law under Articles 14, 19, and 21 of the Constitution of India.
- We have secured a favourable order of stay on the operation of a notice, which classified the account of the client as fraud, by the Hon'ble Delhi High Court, on the
- We have Represented our client before Central Administrative Tribunal with matters pertaining to payment of contributions by the employers, payment of post retirement benefits to the employees as per the existing legal framework.

Leadership Team



Apoorv Aggarwal
Founding Partner



Surbhi Jain
CEO



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Get in Touch



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