



Manisha Bugwandeem-Doorasamy

executive | intellectual property (IP)
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"to live a creative life, we must lose our fear of being wrong"

practical experience

Manisha Bugwandeem-Doorasamy is an executive in ENSafrica' intellectual property ("IP") department. She specialises in trade mark matters both local and foreign, including trade mark searching, strategic brand advice and implementation strategy, filing and prosecution of trade mark applications, trade mark maintenance, assignments and formalities and brand portfolio management.

She has acted for local and international clients in various industries including finance, clothing and footwear, building and construction, gaming, educational institutions and cosmetics and perfumery.

Manisha's experience includes analysing trade mark search results and preparing opinions, classification of trade marks and filing applications both locally and internationally, and filing international trade mark applications via the Madrid system. In addition, she is experienced in the daily management of trade mark related matters, considering trade mark portfolios from a holistic approach and advising on comprehensive protection. She has also assisted many pro bono clients with matters relating to trade marks.

She is a fellow of the South African Institute of Intellectual Property Law (SAIIPL).

qualifications

- LLB (University of KwaZulu-Natal)
- Qualified Trade Mark Practitioner
- Admitted as an attorney in the High Court of South Africa